

Trash is all around us,
visible on our streets,
beaches, and natural
landscapes.

But have you ever
stopped to consider the
branding on that trash?

The logos and labels of
large corporations that
not only pervade our
daily lives, but also the
environment we inhabit?

Trash is not just trash,
it is the direct reflection
of our consumer
culture and our ties to
capitalism.

Photographs of discarded containers with sometimes faded and crumpled, but still clearly identifiable logos appear like still lives, carefully lit and staged like a product placement. Adding an air of glossy value to 'worthless' waste, these images raise awareness of – and in doing so are complicit within – the enduring, free advertising of litter. This project brings to light the circulation of value that not only spurs further ecological destruction but accumulates deeply uneven benefits and losses.
— AC Davidson, University of Huddersfield

Enrico Policardo

BRANDED TRASH

BRANDED TRASH

(IN)VOLUNTARY PRODUCT DISPLACEMENT





Branded Trash

In(voluntary) product displacement



The more we consume, the more we produce waste, and the more we rely on waste management as a solution, the more we perpetuate a destructive cycle that ultimately leads to environmental and social degradation.

-David Harvey







My first thought was around the concept of free advertising in the form of littering. People do the majority of the work for businesses for free by abandoning cleverly branded product containers all over the world, creating trash that will largely outlive the environment. To me, that is equivalent to a paid billboard on the side of a highway—perhaps less visible, but far more pervasive, long-lasting, and, most importantly, far more economical for the company given it's totally free.

The blame is shifted to the consumer as companies exploit this human behaviour, profiting from it without any sort of accountability.

The sub-reflection is on the social consequences of this process.

It is no secret that wealthier areas of the world are less likely to be heavily littered; this is due to a combination of factors including education, population density, and better and more reliable waste management services.

Areas with a high concentration of housing, a lower educational index, and a lower income, on the other hand, are more likely to be polluted or poorly waste managed.

And here's the catch: if you look down on the street or at the unattended green areas, the same infamous brands—you name them—will always be popping up over and over again. The trash in those areas would reflect the actual consumption of those goods, reinforcing a specific product's dominance on the market even further.

The thesis is clear: businesses have no interest in resolving the issue, the pollution created has nothing to do with them directly, and the advertising generated is both unsolicited and, most importantly, completely free. It's a viciously genius cycle.

No wonder that, despite endless greenwashing campaigns, Coca-Cola has done nothing to try and solve the problem.

Since the first exhibition or iteration of the project, I have continued to investigate, photograph, and reflect on Branded Trash. I will soon release an updated version of the original project. My only conundrum is what AC Davidson of the University of Huddersfield pointed out, quite poignantly, about my work—a paradox that I was well aware of.

BRANDED TRASH

What Is Branded Trash?

Branded trash refers to the waste and discarded items that bear the logos and branding of consumer products. This waste is not simply discarded, but rather it continues to represent the brand and its values. The presence of branded trash is a reminder of the consumer society and the power of branding. It highlights the role of logos and brands in shaping consumer behavior and the significance of conspicuous consumption.

The power of branding is not limited to the products themselves, but extends to the waste and discarded items associated with them. Branded trash thus reflects the power of the consumer society and its values. It is a reminder that consumption is not just about the products themselves, but also the symbols and status that they represent.

Branded trash is not simply a matter of litter or waste, but rather a reflection of larger social, economic, and cultural systems. As discussed earlier, the power of branding and advertising can create desire and demand for products, and also contribute to a culture of disposability and waste and most of the times the way that trash is generated and then managed can reveal deeper patterns of inequality and huge power dynamics.

In examining the sociological impact of branded trash, it is important to consider the ways in which certain brands and products are marketed and consumed in different communities. For example, the presence of fast food chains packaging and sugary drinks cans in lower-income areas may reflect not

only consumer demand, but also structural inequalities in access to healthy food and information about nutrition. Additionally, the types of waste found in wealthier areas may be seen as a reflection of a culture of overconsumption and conspicuous consumption.

Therefore, in order to address the issue of branded trash, it is necessary to examine the larger social, economic, and cultural systems that create and perpetuate patterns of consumption and waste. This may involve efforts to reduce consumer demand for disposable and non-sustainable products, as well as structural changes to improve waste management and promote more equitable access to resources. Additionally, it may be important to consider the ways in which branding and advertising contribute to larger systems of inequality and power, and to seek out alternative models for promoting and consuming products that are more sustainable and just.

With this book the goal is to highlight the important role that waste can play in the construction of social meaning and the communication of brand identity. It also raises important questions about the ethical implications of branding and waste, and the need for companies to consider their impact on social inequality and environmental sustainability.

THINGS ARE NOT LINEAR

Things aren't linear. Or at least not as much as I would like them to be. For sure not in my life.

This book and the collection of the images in this book are partial, and very much so.

I started off this book thinking I wanted to give it an academic twist and look. Constant validation seeking.

But putting a book together is not a simple task especially with a scattered mind. I thought at least the topic was clear.

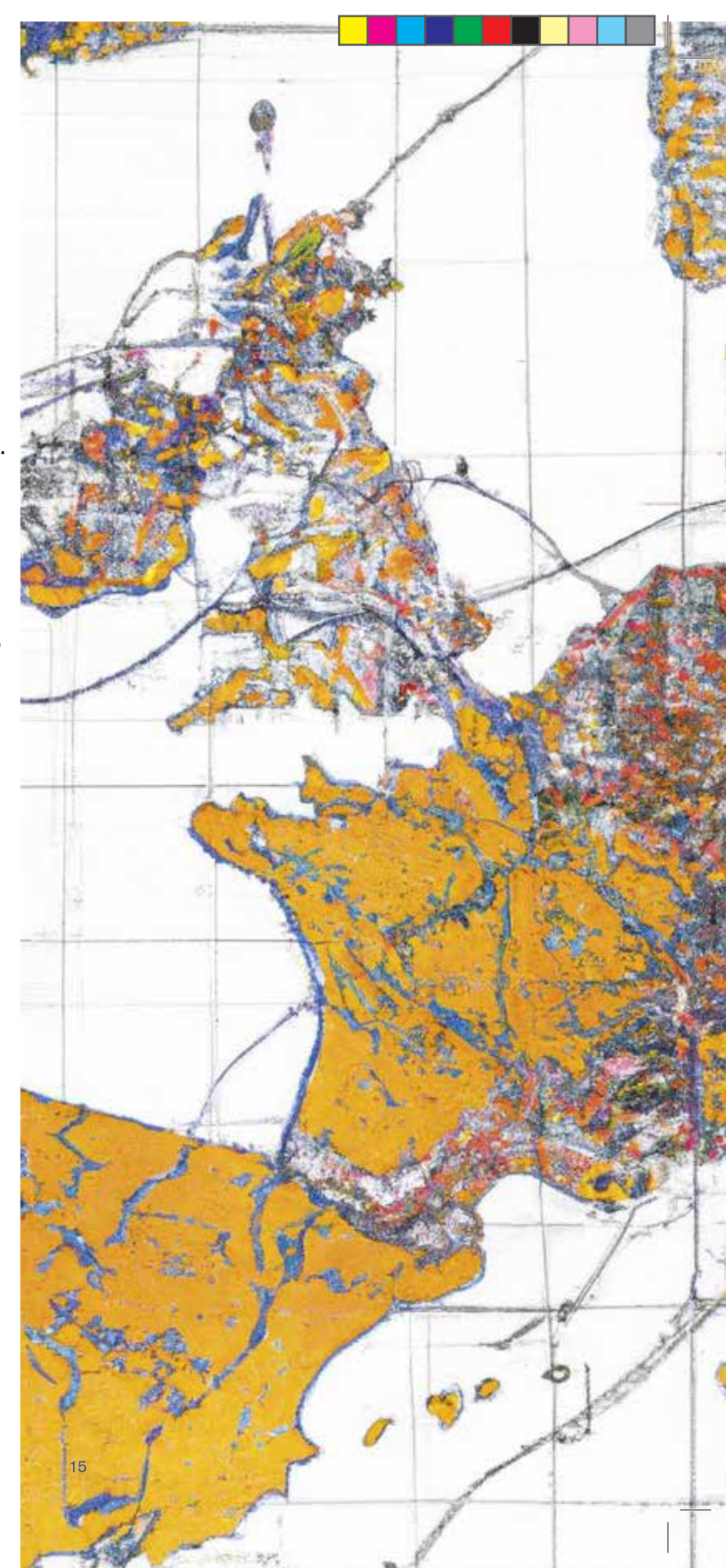
It is a book about trash, branded trash specifically, so I will compile a book with the images I took, provide location and some context for them and that's it.

Then Chat GPT boomed exactly when I was starting to work on the copy of the book and, as you might all know by now, it changed things straight off the bat.

It hasn't taken me long to realise that I was able to generate endless content in literally seconds.: the perfect side dish for a book about trash.

Everything in the book is too much, too many images, too many colours, too many stimuli, and not enough space for the images to breathe for concepts to settle.

It is all intentional, sort of, or at least I couldn't really help putting it together in the way I have.





This/Next: London, Broadway Market,
14.10.17





Goodhood



Broadway Market

London, United Kingdom

14.10.17



Goodhood

Not sure if this a post- theft scene or something else.
Logo is very visible on the carrier bag, nonetheless -
giving a surreal movie like aura to the scene. I am not
sure why I have not picked up any of the items for myself.



Broadway Market, London, 2017





Classic Yellow



Broadway Market

London, United Kingdom

21.10.17



Classic Yellow

Empty, saved from the trash, bottle of mustard. Found in the bin and elevated by singling it out and photographing on a still life table. This is the one and only time this ever happened amongst all the photos. The reason why I am including is because at the time I started reflecting on how much we can be drawn to brands and logos despite of the evident context they are in - the bin in this instance.



Broadway Market, London, 2017



Medicheck

Found on the bus 55 around Mare Street. Hackney has got a truly remarkable sexual health clinic and a great prophylaxis program in place. Pregnancy tests are largely available either for free or to buy pretty much anywhere, from supermarkets to, obviously, pharmacies. This one made me really think of what the story behind it could be. Once again objects, discarded objects, are able to tell a story, incomplete and partial for sure but nonetheless real - it is material, physical.

I doubt Slavoj Žižek was referring to a pregnancy test while talking about today's trash - but I couldn't help thinking that this is a incredibly fitting match.

Today's trash is the remnant of yesterday's desire.
- Slavoj Žižek







Mayfair



29.10.17

Old Street

*A cigarette, a common sight on the street,
A symbol of addiction, so bittersweet.
The smoke that rises, a reminder of the flame,
That burns within, with its own kind of fame.*

*But beyond the smoke and ash, lies a tale,
Of the brand that carries on, through the smoke and the hail.
The filter that fades, but still bears the mark,
Of the company that made it, through the light and the dark.*

*To the casual eye, it's just another cigarette,
A small part of the litter, that we tend to forget.
But to those on the street, the waste collectors and more,
It's a source of information, that they cannot ignore.*

*For in the micro-details, of the cigarette's remains,
Lies a story of its journey, through life's varied terrains.
The brand that carries on, until the very end,
A reminder of the power, that corporations can send.*

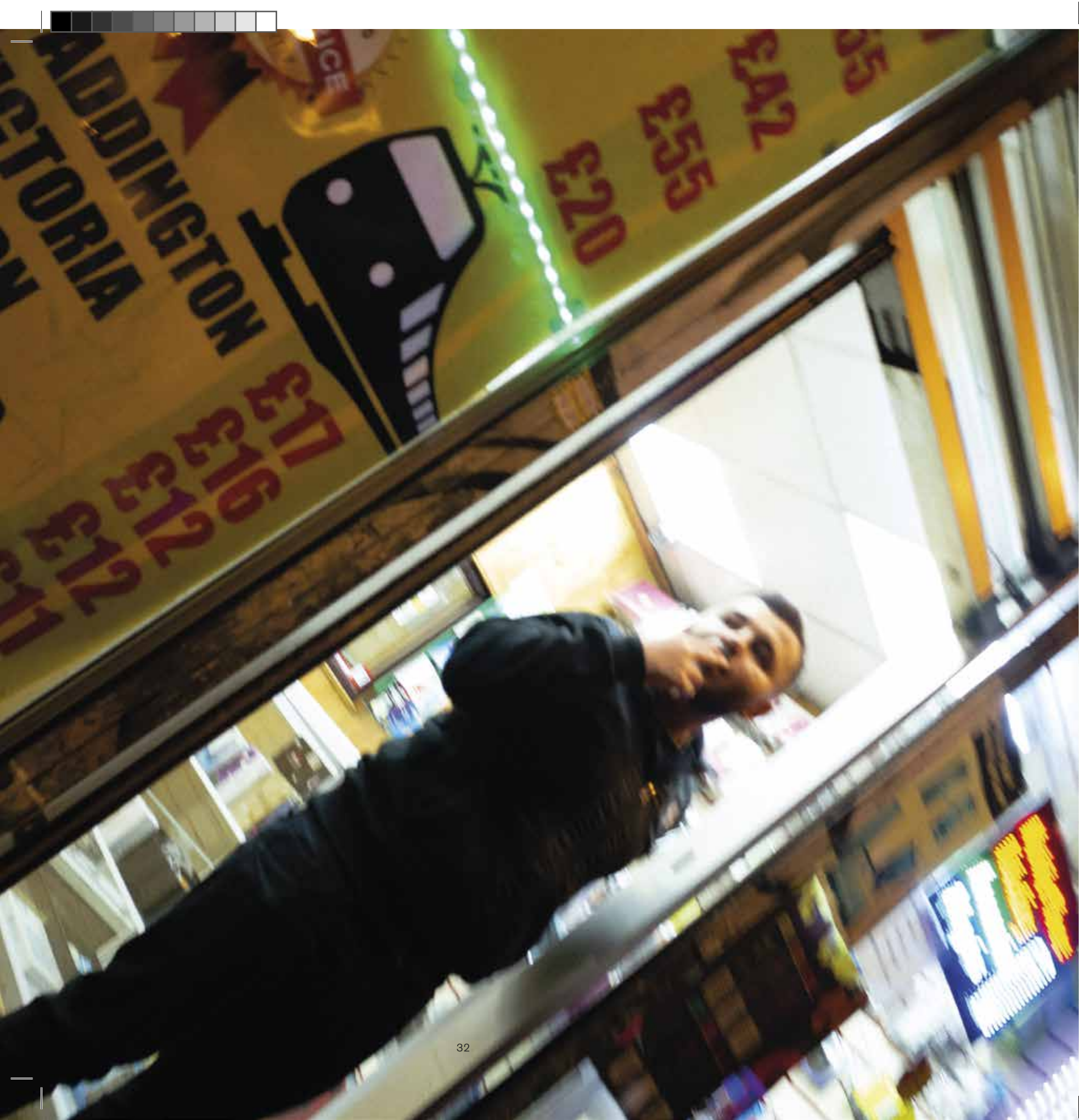
*And just like the rough sleepers, on the street,
The cigarette's tale, is one that we tend to delete.
We normalise the trash, as a part of our life,
Ignoring the power structures, that cause such strife.*

*So let us pay attention, to the details we see,
To the litter on the street, and the rough sleepers that be.
For in these small things, lies the truth of our time,
The power structures that rule us, and the future we'll find.*

Cigarette poetry, AI generated



Dalston, 29.10.17



Made me think of papyrus and Egypt - pardon my brain.







Chat GPT, write a text to go next to a photo describing the general situation of a paid billboard in central London, who can afford it and how much cheaper is to let a company's branded trash do their advertising instead.

Billboard advertising in central London is a highly coveted form of promotion that reaches a wide audience of pedestrians, drivers, and commuters. With its prime location in one of the busiest cities in the world, it's no surprise that the cost of renting a billboard space here is exorbitant, often costing several thousand pounds per week. This high price tag means that only large corporations and companies with deep pockets can afford to invest in such an advertising campaign.

However, there is a cheaper alternative that has been gaining popularity in recent years - branded trash. Many companies have been using their branded trash cans, bags, and other litter management tools as a means of advertising. While it may not have the same impact as a billboard, branded trash is a cost-effective and eco-friendly way to get your message across to potential customers. Plus, it serves a practical purpose by keeping the city clean and tidy. So, next time you're in central London, keep an eye out for these subtle yet effective marketing tactics!

Polluting is not eco-friendly dear Chat GPT do you realise that? You're talking nonsense.

I apologize for the confusion in my previous response. I mistakenly used the term "eco-friendly" to describe the use of branded trash for advertising purposes. Let me clarify that using branded trash for advertising purposes can be a cost-effective way for companies to promote their brand, but it is not an environmentally friendly practice.

In fact, using disposable items such as trash bags and other litter management tools can contribute to pollution and harm the environment. As an AI language model, my intention is to provide accurate information, and I regret any confusion that my previous response may have caused. Thank you for bringing this to my attention.

So can you re-elaborate the previous message with a correct version that makes it clear companies actually exploit trash as a mean of publicity

Certainly, I'd be happy to provide a revised message that accurately reflects the use of branded trash for advertising purposes:

"Many companies have been using their branded trash cans, bags, and other litter management tools as a means of advertising. While this approach may be cost-effective and provide exposure for the brand, it is important to note that using disposable items such as trash bags and other litter management tools can contribute to pollution and harm the environment. Therefore, companies who choose to use branded trash for advertising should consider more sustainable alternatives, such as using reusable materials or promoting eco-friendly practices in their marketing campaigns."

Do you think the aim of using brands on the packaging is intentional?

Yes, the use of branding on packaging is usually intentional and serves a specific purpose. Packaging is an important component of a company's branding and marketing strategy, as it can communicate the brand's message, identity, and values to consumers.

Branding on packaging can also help companies differentiate their products from competitors, as well as attract the attention of potential customers. The design, colour, and placement of branding on packaging can also affect consumer behaviour, such as influencing their purchasing decisions and creating a sense of brand loyalty.

In summary, the use of branding on packaging is intentional and serves as an effective tool for companies to communicate their message, differentiate their products, and attract consumers, be cost-effective and provide exposure for the brand, it is important to note that using disposable items such as trash bags and other litter management tools can contribute to pollution and harm the environment. There-

fore, companies who choose to use branded trash for advertising should consider more sustainable alternatives, such as using reusable materials or promoting eco-friendly practices in their marketing campaigns."

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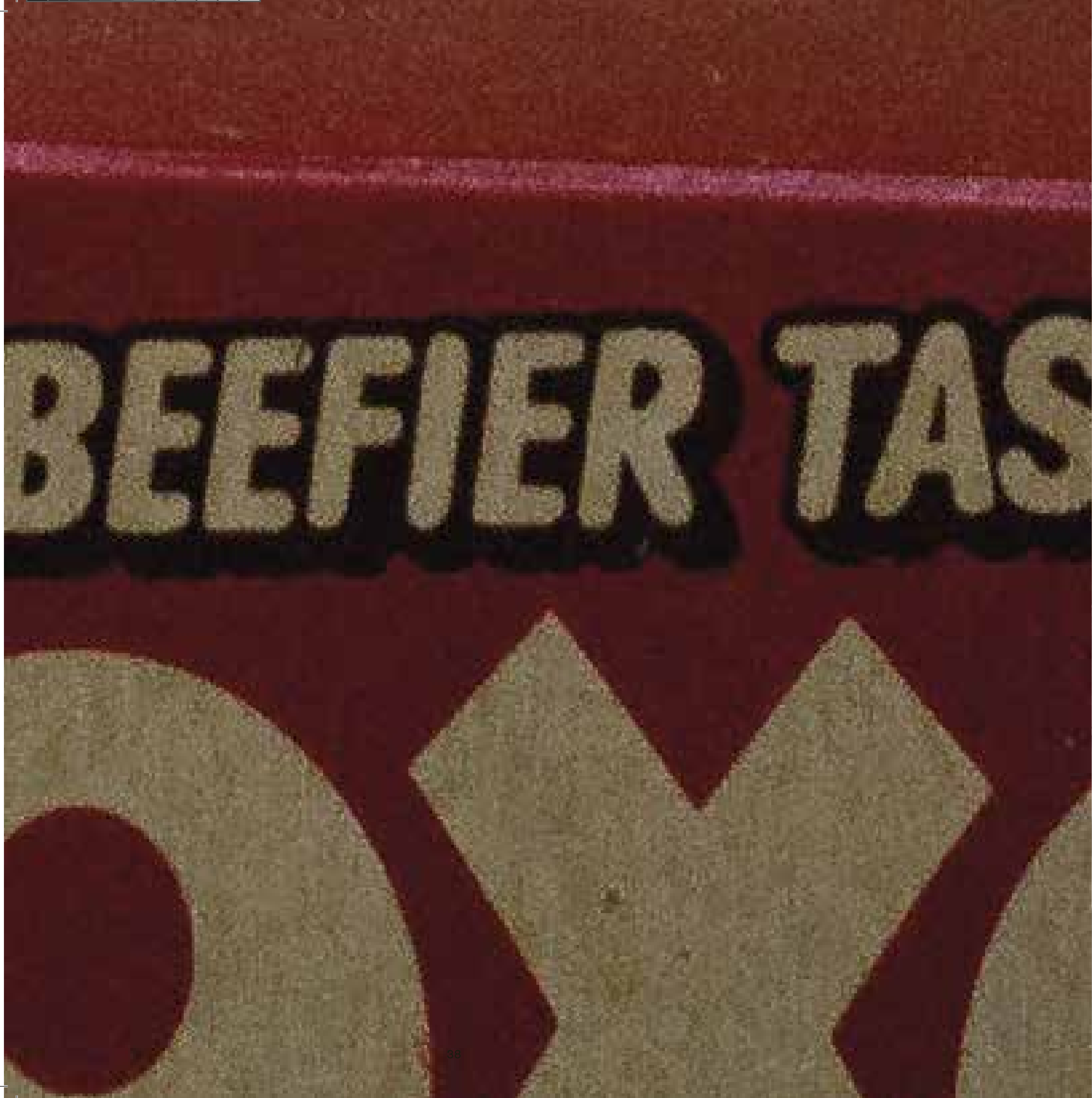
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AI what do you have to say about billboards and branded trash?



Lea Bridge Road, London, 2018





Oxo

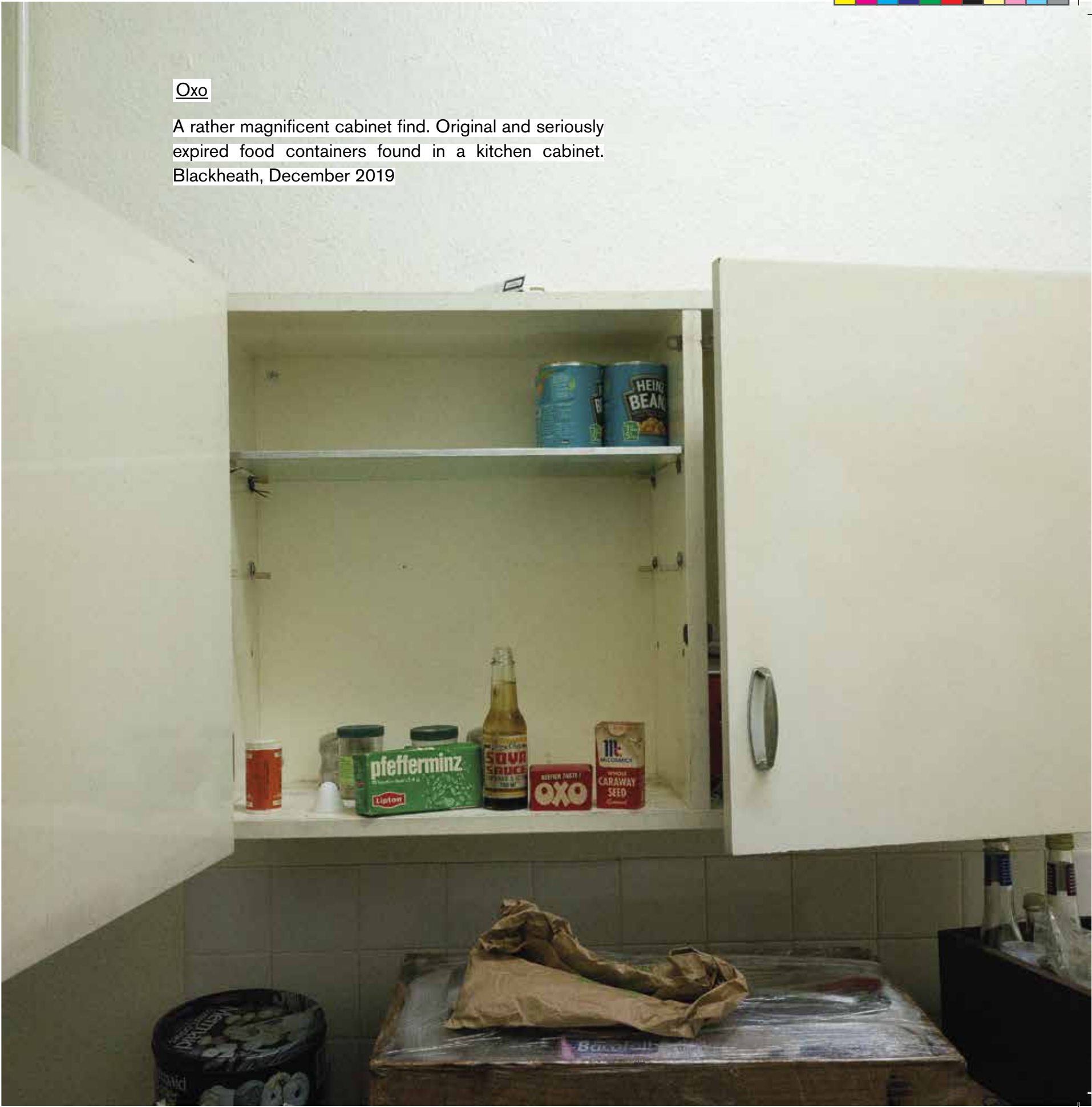


London, United Kingdom

18.12.19

Oxo

A rather magnificent cabinet find. Original and seriously expired food containers found in a kitchen cabinet. Blackheath, December 2019



Blackheath



Skip Love



London, United Kingdom

25.2.20

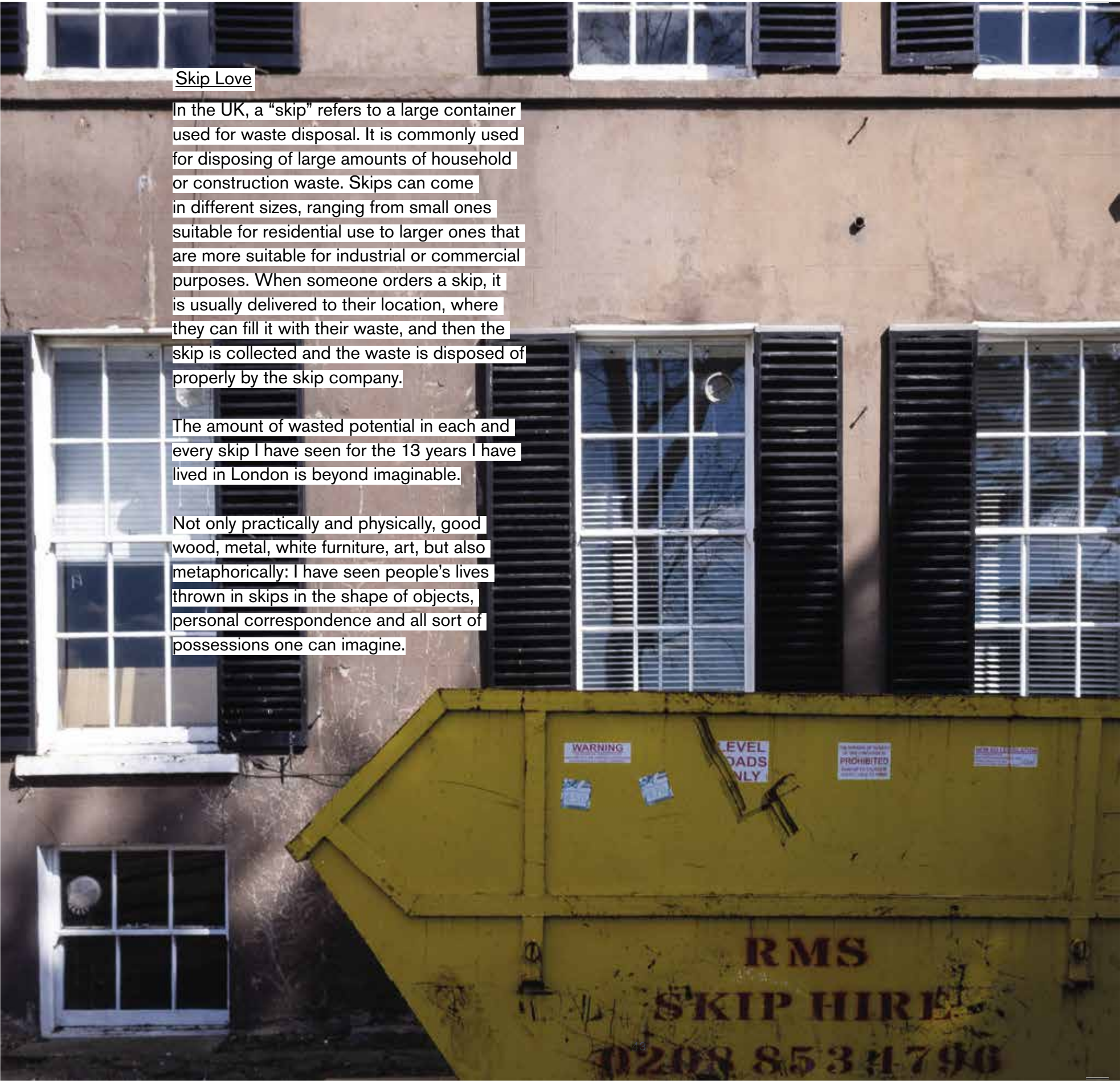
Blackheath

Skip Love

In the UK, a “skip” refers to a large container used for waste disposal. It is commonly used for disposing of large amounts of household or construction waste. Skips can come in different sizes, ranging from small ones suitable for residential use to larger ones that are more suitable for industrial or commercial purposes. When someone orders a skip, it is usually delivered to their location, where they can fill it with their waste, and then the skip is collected and the waste is disposed of properly by the skip company.

The amount of wasted potential in each and every skip I have seen for the 13 years I have lived in London is beyond imaginable.

Not only practically and physically, good wood, metal, white furniture, art, but also metaphorically: I have seen people's lives thrown in skips in the shape of objects, personal correspondence and all sort of possessions one can imagine.





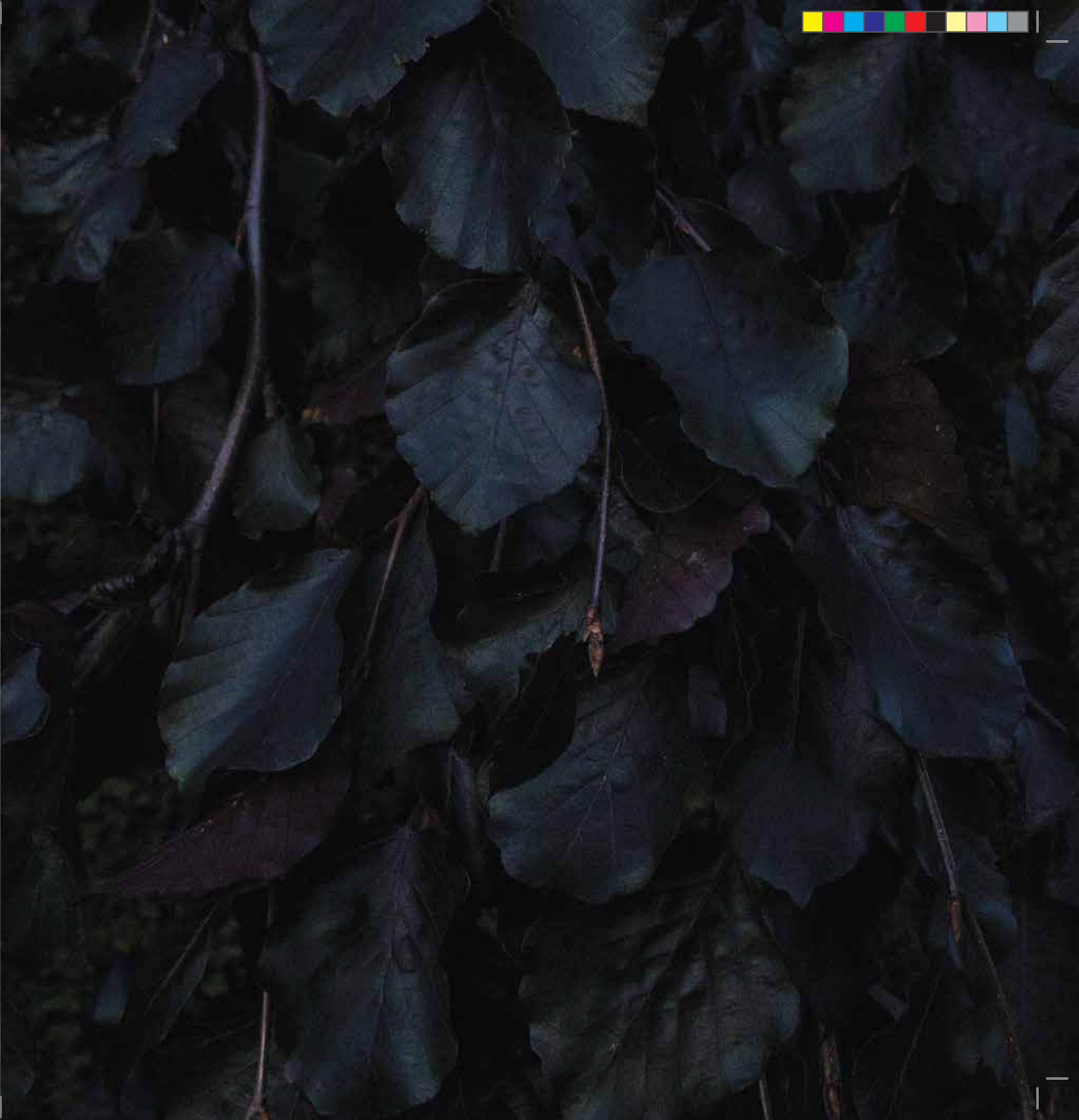
Lewisham

London, United Kingdom

18.6.20



LX/RX London, Lewisham, 24.7.20





San Pellegrino

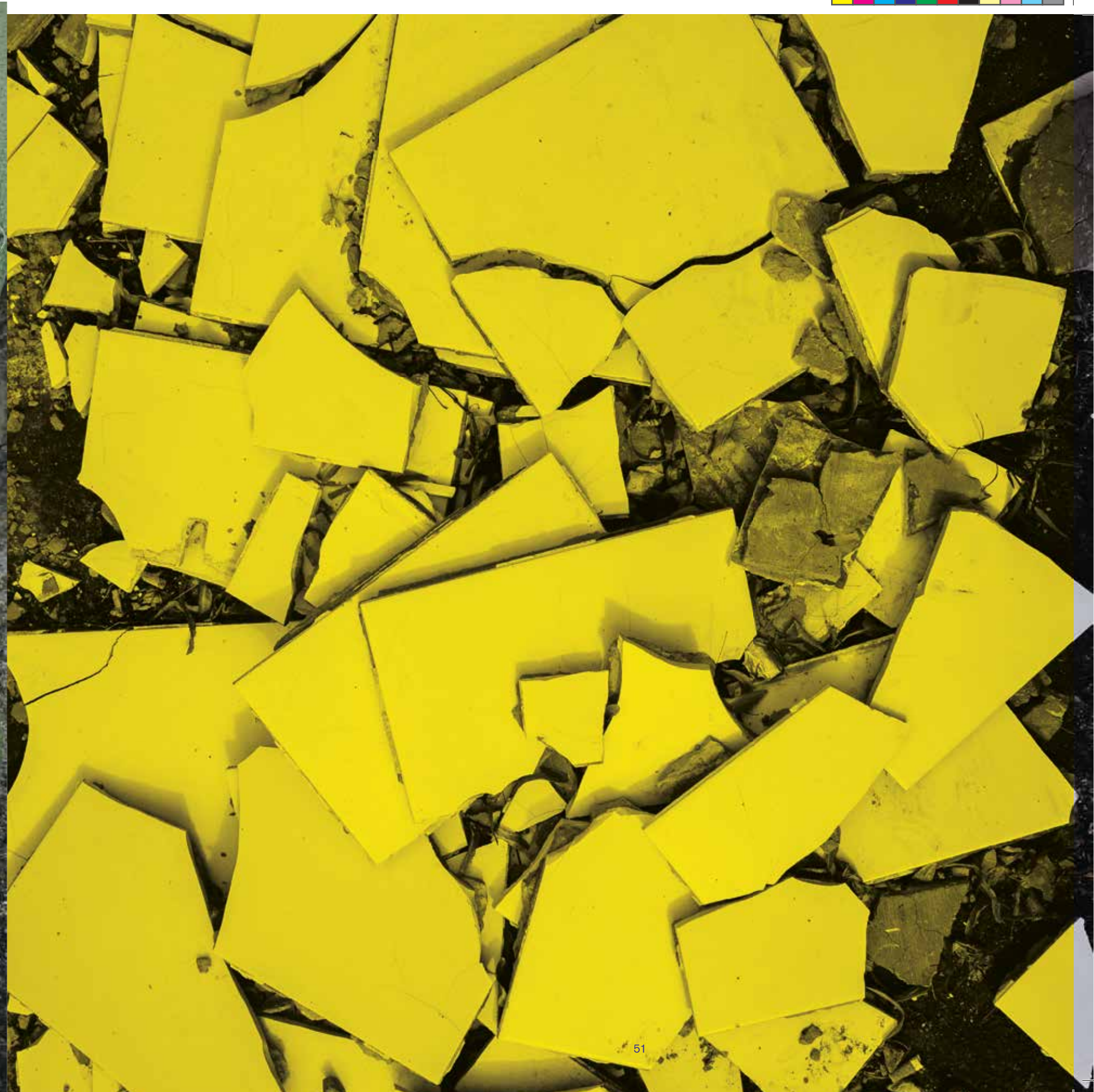
London, United Kingdom

Vanbrugh Park

21.7.20

San Pellegrino

Soft drink can, gently misplaced to resemble a berry. This is probably one of the first occasion where I realised what kind of impact seeing that can instantly made on me. Briefly after taking the picture I headed to the closest off-licence and bought myself one. A successful ambush.



In London, it is not uncommon to see mattresses, sofas, and other furniture items left on the streets. There are several reasons why this might be the case. For one, many people in London live in small apartments or flats with limited space. As a result, they may not have enough storage space for their furniture, and they may choose to leave their unwanted items on the streets rather than pay for storage or disposal.

London is also a transient city, and many people move frequently. When moving, it can be expensive and inconvenient to transport furniture, so some people may choose to leave it on the street instead. Unfortunately, some people also choose to illegally dump their unwanted furniture on the streets rather than pay for proper disposal.

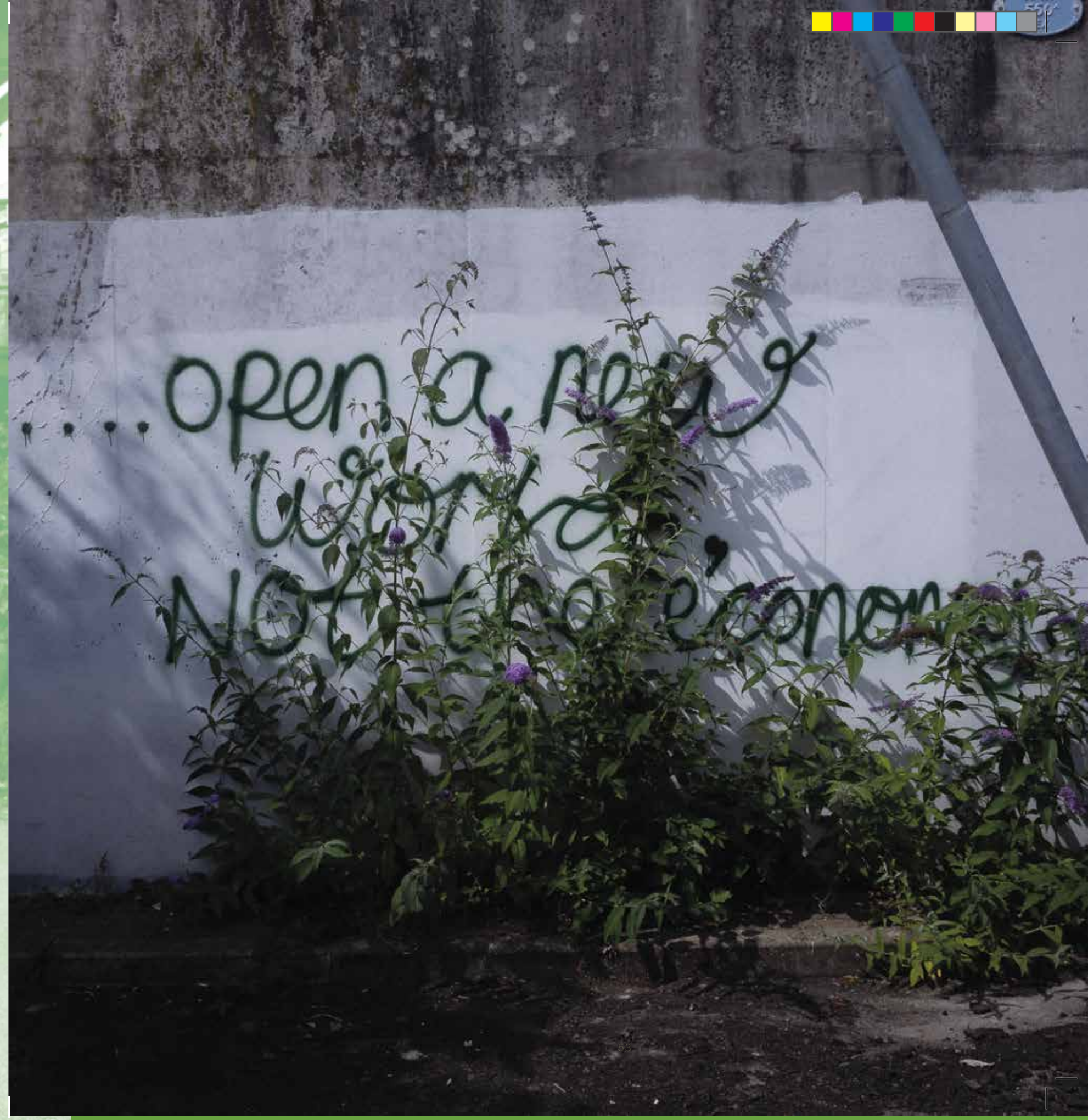
This can create an eyesore and attract vermin, making it a problem for the community.

Local councils in London typically have specific days when they collect large items such as furniture. However, some people may not be aware of the collection times or may miss them, leading them to leave their furniture on the street until the next collection day.

Overall, the reasons for the presence of mattresses, sofas, and furniture on the streets of London can be varied. Lack of space, moving house, illegal dumping, and collection times are some of the most common factors contributing to this phenomenon.



Lewisham, at the back of the rail station and Tesco. Now this abandoned parking lot has been taken over by developers and transformed into a massive block of buildings. The back of Tesco was a strange liminal space, not defined, with no particular identity and fundamentally pretty prone to fly tipping and dumping. It was also a shortcut from the back of the station, Tesco and Elverson Road station. Now, 2023, there are massive building sites . Hopefully the connection will be resumed so that people can stroll through a bespoke built mall - airport duty free shop style.





White Lines



London, United Kingdom

24.7.20

Lewisham





Tesco



London, United Kingdom

24.7.20

Lewisham



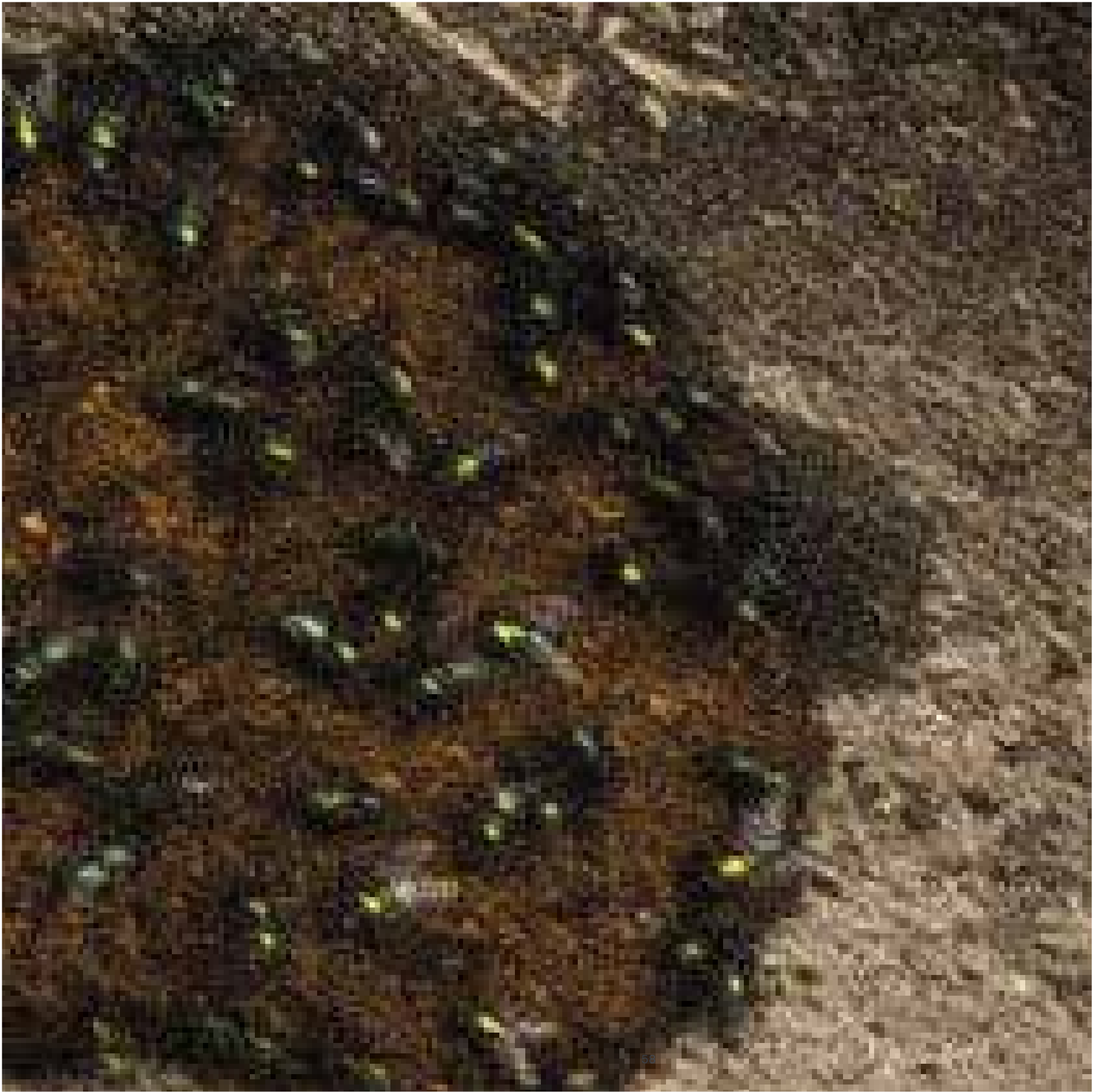
Messi



London, United Kingdom

24.7.20

Lewisham





FOLD INWARDS

Stella, Shit & Rizlas



London, United Kingdom

24.7.20

Lewisham



This/Next: Lewisham, London, 24.7.20

FOLD INWARDS



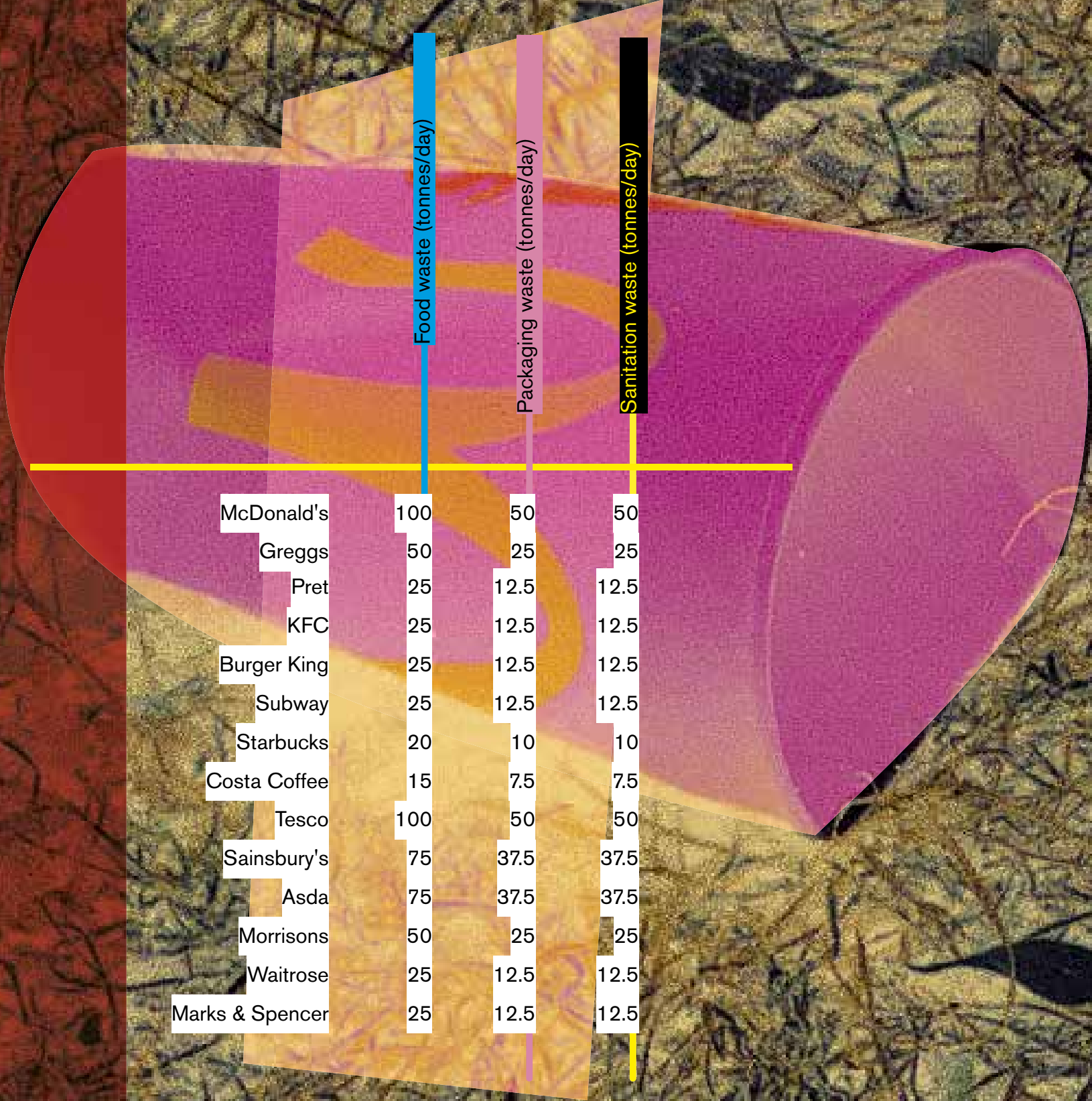
McMenu



London, United Kingdom

24.7.20

Lewisham



This data is based on estimates from the Waste and Resources Action Programme (WRAP). It is important to note that this is just an estimate, and the actual amount of waste produced may be higher or lower.

The waste produced by high street food chains comes from a variety of sources, including:

- Food waste: This includes food that is left over after customers have finished their meals, as well as food that is past its sell-by date.
- Packaging waste: This includes things like cardboard boxes, plastic bags, and Styrofoam cups
- Cleaning waste: This includes things like paper towels, cleaning products, and food scraps.

*sources
The Food and Agriculture Organization of the United Nations (FAO)
The World Bank
The United States Environmental Protection Agency (EPA)
The National Resources Defense Council (NRDC)
The Ellen MacArthur Foundation



Juice



Lewisham

London, United Kingdom

24.7.20



Magnum



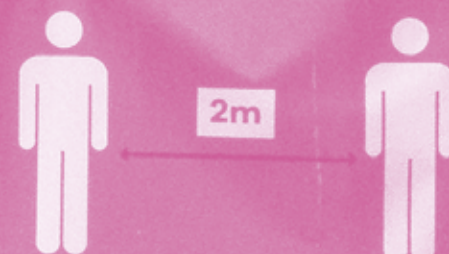
London, United Kingdom

24.7.20

Lewisham



Always keep
2 metres apart
from anyone
outside of your
household



Wash your hands as soon as you are indoors

For more information go to camden.gov.uk/coronavirus





Long Drinks



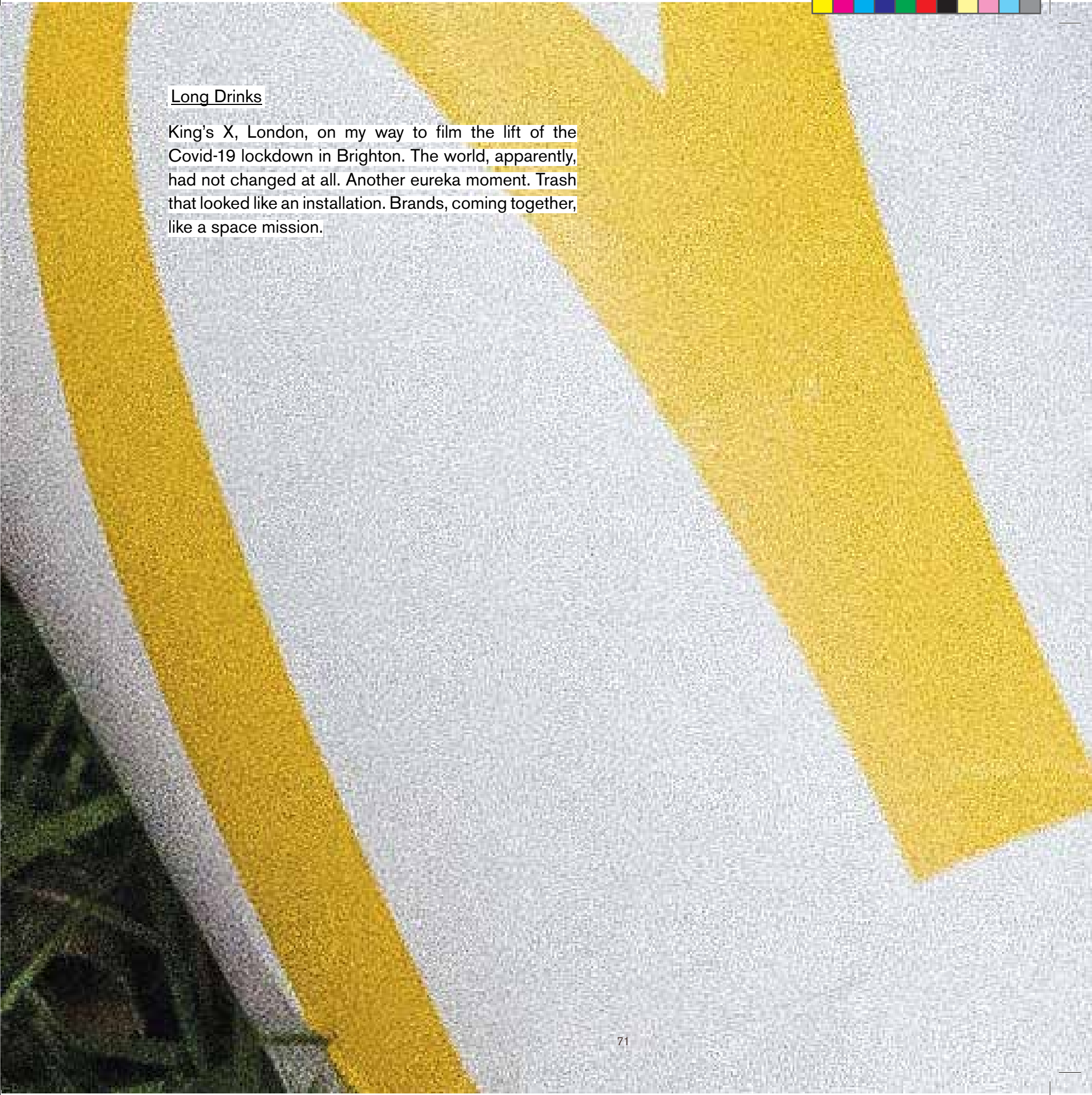
London, United Kingdom

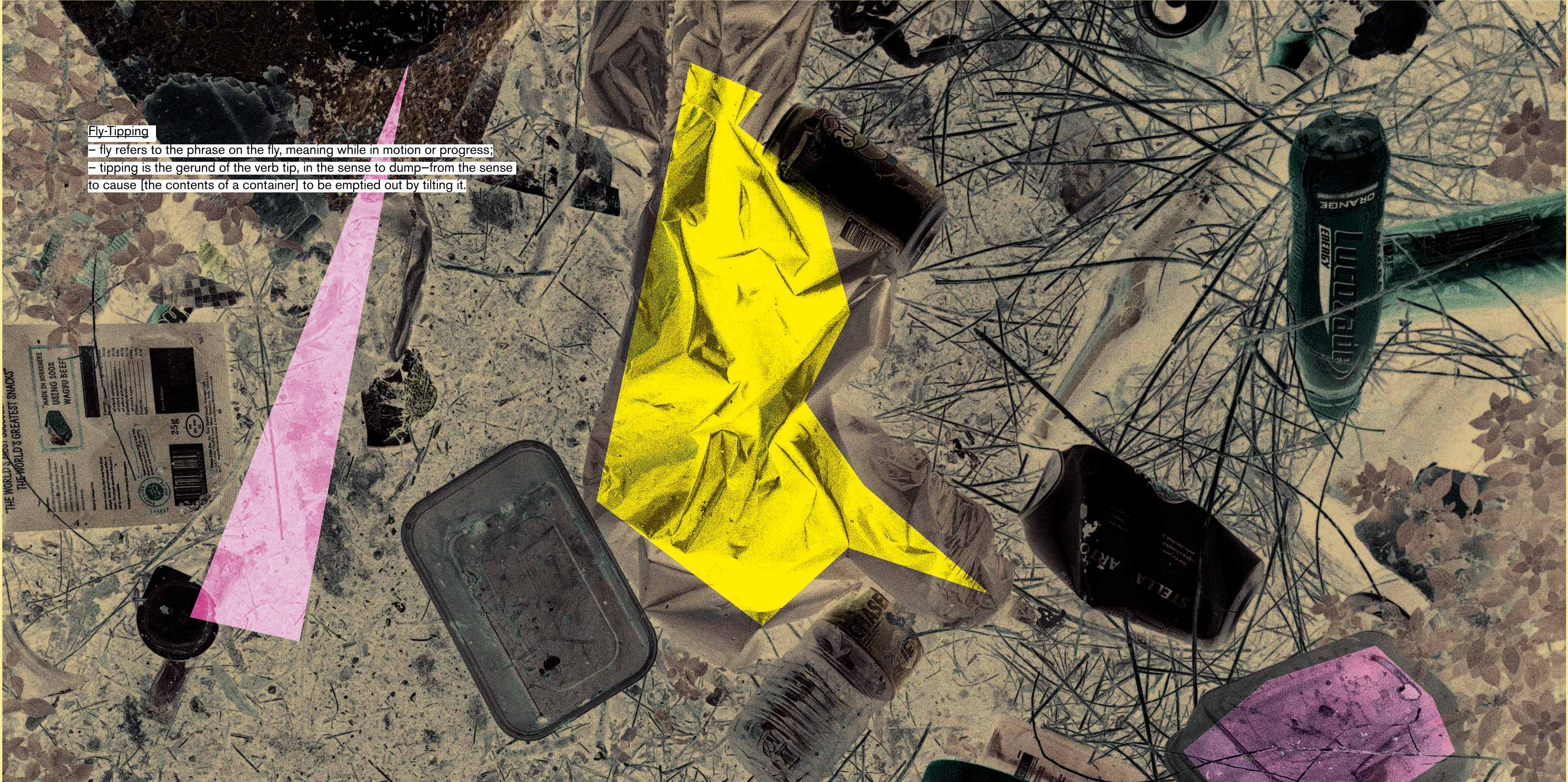
23.7.20



Long Drinks

King's X, London, on my way to film the lift of the Covid-19 lockdown in Brighton. The world, apparently, had not changed at all. Another eureka moment. Trash that looked like an installation. Brands, coming together, like a space mission.





Fly-Tipping

- fly refers to the phrase on the fly, meaning while in motion or progress;
- tipping is the gerund of the verb tip, in the sense to dump—from the sense to cause [the contents of a container] to be emptied out by tilting it.



Mix



Caledonian Road

London, United Kingdom

11.8.20



Tropicana



London, United Kingdom

11.8.20

Caledonian Road



Chicken Caesar

London, United Kingdom

Caledonian Road



Heine

London, United Kingdom

11.8.20

Caledonian Road





FOLD INWARD

FOLD INWARD



Zlatorog



Slovenia

21.8.20

Cepovan



Volkswagen



Cepovan, Slovenia

26.8.20

Tolmin



LX/CX/RX Most na Sodi, Tolmin, 26.8.20



BACK IN LONDON

March 23, 2020: The UK government announced a nationwide lockdown, with people being told to stay at home and only leave for essential reasons such as buying groceries, exercising, or seeking medical care. Non-essential shops, bars, restaurants, and other businesses were closed, and schools were shut down except for the children of key workers. The lockdown was intended to slow the spread of the virus and prevent the National Health Service (NHS) from becoming overwhelmed.

June 1, 2020: The government began easing some lockdown restrictions, with schools reopening for all students and people being allowed to meet in groups of up to six people outdoors. Non-essential shops and businesses were allowed to reopen with social distancing measures in place.

July 4, 2020: The government announced a further easing of restrictions, with pubs, restaurants, hairdressers, and other businesses reopening. People were allowed to meet in groups of up to two households indoors or up to six people outdoors, provided they maintained social distancing.

September 22, 2020: The government announced new restrictions in response to a rise in COVID-19 cases, with people being told to work from home if possible and pubs and restaurants being required to close at 10 pm. The rule of six was also reintroduced, limiting social gatherings to no more than six people.

November 5, 2020: The government announced a second nationwide lockdown, with non-essential businesses being closed once again and people being told to stay at home except for essential reasons. Schools and universities remained open, however.

December 2, 2020: The government ended the second lockdown and introduced a new tiered system of restrictions based on local infection rates. Areas with the highest infection rates were placed in Tier 3, with the strictest restrictions on social gatherings and business activity, while areas with lower rates were placed in Tier 1 or 2.

January 4, 2021: The government announced a third nationwide lockdown, with people being told to stay at home once again and schools being closed to most students. The lockdown was announced in response to a rapid rise in COVID-19 cases, fuelled by the emergence of a new variant of the virus that was more transmissible.

March 8, 2021: The government began easing some lockdown restrictions, with schools reopening to all students and people being allowed to meet one other person outdoors for socializing or exercise. The government also announced a roadmap for easing restrictions over the coming months, with a gradual reopening of businesses and social activities.

The lockdown measures were implemented to reduce the spread of the virus and prevent the NHS from becoming overwhelmed with patients. The UK experienced a high number of COVID-19 cases and deaths in 2020, with a peak of over 1,800 deaths in a single day in January 2021. The lockdown measures were seen as necessary to prevent the situation from getting even worse, although they also had significant economic and social impacts.





IKEA



Lewisham

London, United Kingdom

14.9.20







Fanta

London, United Kingdom

24.7.20

Blackheath



Coke

London, United Kingdom

14.9.20

Lewisham



C*c**la



Lewisham

London, United Kingdom

14.9.20



Another Stela



London, United Kingdom

9.8.20

Blackheath



Ace



Caledonian Road

London, United Kingdom

11.8.20



Beer can revolution: Before the mid-20th century, beer was mostly sold in glass bottles, which were heavy and fragile. However, in 1935, the first beer can was invented by the American Can Company. The new cans were light, easy to store and transport, and kept the beer fresher for longer. By the 1960s, beer cans had surpassed bottles as the most popular container for beer in the United States.

Can recycling: Aluminium cans are one of the most recyclable materials on the planet. In fact, a recycled can can be back on the shelf as a new can in as little as 60 days. According to the Can Manufacturers Institute, the recycling rate for aluminium cans in the United States is over 50%, making it one of the most recycled products in the country.

Can art: The cylindrical shape of cans has inspired many artists to create unique and beautiful works of art. One such artist is Sandy Sanderson, who creates intricate sculptures out of beer cans. He cuts and folds the cans to create intricate patterns and designs, and his work has been exhibited in galleries around the world.

Canned wine: Canned wine is a relatively new trend that is gaining popularity. Wine producers are putting their products in cans as a more portable and convenient alternative to glass bottles. Canned wine is also more eco-friendly than bottles, as cans are easier to recycle and lighter to transport.

Canstruction: Canstruction is an annual design competition that challenges architects, engineers, and designers to create structures made entirely out of canned food. The canned food is later donated to food banks and other charities. The competition started in 1992 and has since become a global phenomenon, with events taking place in over 150 cities worldwide.



Gail's



Blackheath

London, United Kingdom

7.2.21





London, Blackheath, 7.2.21



Why Pepsi was allowed in Yugoslavia

During the Cold War, Yugoslavia was a socialist country that pursued a policy of non-alignment, seeking to maintain political and economic independence from both the Soviet Union and the Western bloc. As a result, Yugoslavia was able to establish economic and diplomatic ties with both capitalist and communist countries.

In the 1950s and 1960s, the Yugoslav government began to develop its own domestic soft drink industry, with the creation of the company Nectar in 1959. Nectar initially produced a lemon-lime soda called "Cedevita," which became very popular in Yugoslavia.

In the early 1970s, PepsiCo began negotiations with the Yugoslav government to establish a joint venture to produce and distribute Pepsi-Cola in Yugoslavia. One factor that may have contributed to Pepsi's success in Yugoslavia was its willingness to form partnerships with local companies and adopt localized marketing strategies. Pepsi also offered a lower price point than Coca-Cola, which may have made it more appealing to Yugoslav consumers.

Coca-Cola, on the other hand, faced greater obstacles in entering the Yugoslav market. The Yugoslav government placed restrictions on the importation of foreign goods, and Coca-Cola's reputation as a symbol of American capitalism may have made it less popular among Yugoslav consumers. In addition, Coca-Cola initially refused to form partnerships with local companies, which put it at a disadvantage compared to Pepsi.

Overall, Pepsi was able to establish a successful presence in Yugoslavia by adapting to local conditions and partnering with local companies, while Coca-Cola faced greater obstacles in entering the market due to its reputation and refusal to form partnerships with local companies.

Peps*



Winchester, United Kingdom

17.10.20

Centre



Dr. Pepper



Winchester, United Kingdom

17.10.20

Cemetery



Original Taste



Winchester, United Kingdom

17.10.20

Centre



Stella

Winchester, United Kingdom

17.10.20

Cemetery



Kronenburg

Winchester, United Kingdom

17.10.20

Cemetery





Swan #2



Blackheath

London, United Kingdom

28.11.20



Swan filters, also known as cigarette filters, are made of a type of plastic called cellulose acetate. These filters are non-biodegradable and can persist in the environment for years, contributing to plastic pollution.

When cigarette filters are littered on the ground or thrown into bodies of water, they can release toxic chemicals, such as nicotine and heavy metals, into the environment. These chemicals can harm wildlife and ecosystems and can potentially contaminate water sources.

In addition, cigarette filters make up a significant portion of litter on beaches and in urban areas. According to some estimates, cigarette butts are the most common form of litter found on beaches worldwide.

Overall, Swan filters are not biodegradable and can have negative impacts on the environment. It is important for individuals to properly dispose of cigarette filters in appropriate waste containers and for governments and organizations to implement policies and initiatives to reduce cigarette litter and promote proper disposal.





Swan #1



Blackheath

London, United Kingdom

12.1.23



Orange & Mango



London, United Kingdom

28.1.21

Blackheath



Costa

Winchester, United Kingdom

25.12.20

Blackheath



Snackrite

London, United Kingdom

27.4.21

Lee



FOLD OUTWARDS



McD**ald's



London, United Kingdom

14.9.20

Lewisham





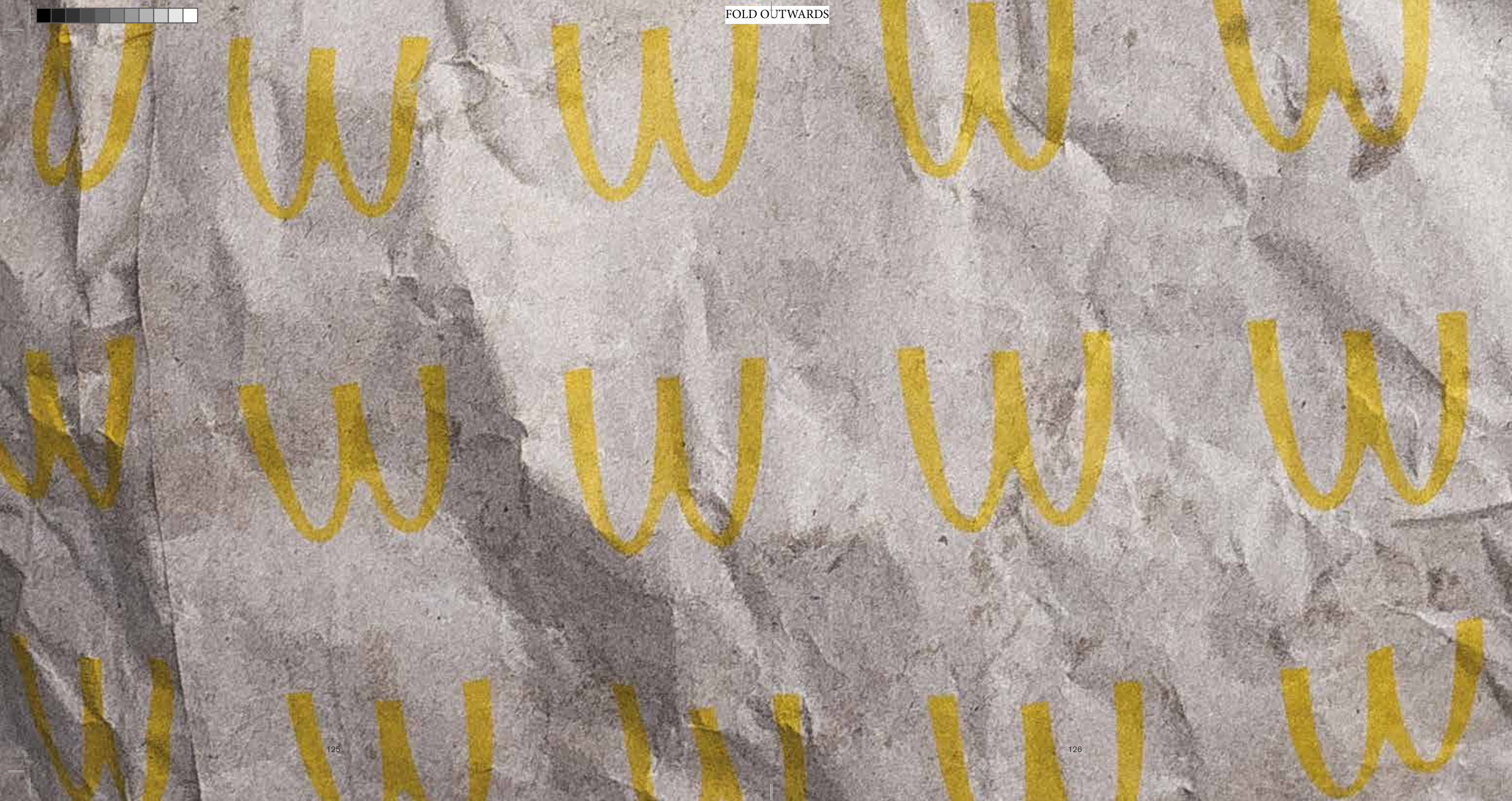
FOLD INWARD

FOLD INWARD



Blackheath

Blackheath is a district in southeast London that has a rich history dating back to pre-Roman times. According to legend, the area was once the site of a great battle between the Jutes and the Danes, and it is said that the ghosts of the fallen soldiers still haunt the heath to this day. During the Middle Ages, Blackheath was an important meeting place for royal and military events, as well as a popular site for fairs and markets. In 1381, during the Peasants' Revolt, thousands of rebels gathered on the heath before marching on London to demand social and economic reform. In the 16th century, Blackheath became a fashionable area for wealthy Londoners to build country homes and estates. One of the most famous of these was Montagu House, which was built by the Duke of Montagu in the early 18th century and later became a military academy. During the 19th century, Blackheath became a center of Victorian suburban development, with many large houses and estates being built. The heath itself was also extensively landscaped and improved, with a new entrance gate and ornamental ponds being added. Today, Blackheath is a thriving and diverse neighborhood with a rich history and many attractions, including the expansive heath itself, which is a popular spot for picnics, kite-flying, and other outdoor activities. It is also home to several historic buildings, including the Grade I listed All Saints' Church and the historic Blackheath Halls, which is a popular venue for concerts, exhibitions, and other cultural events.



FOLD OUTWARDS



www.wwwwwwwww



LX/CX/RX: Most Na So i, Tolmin, 26.8.20

Costa



London, United Kingdom

16.2.23

Blackheath



Starbucks

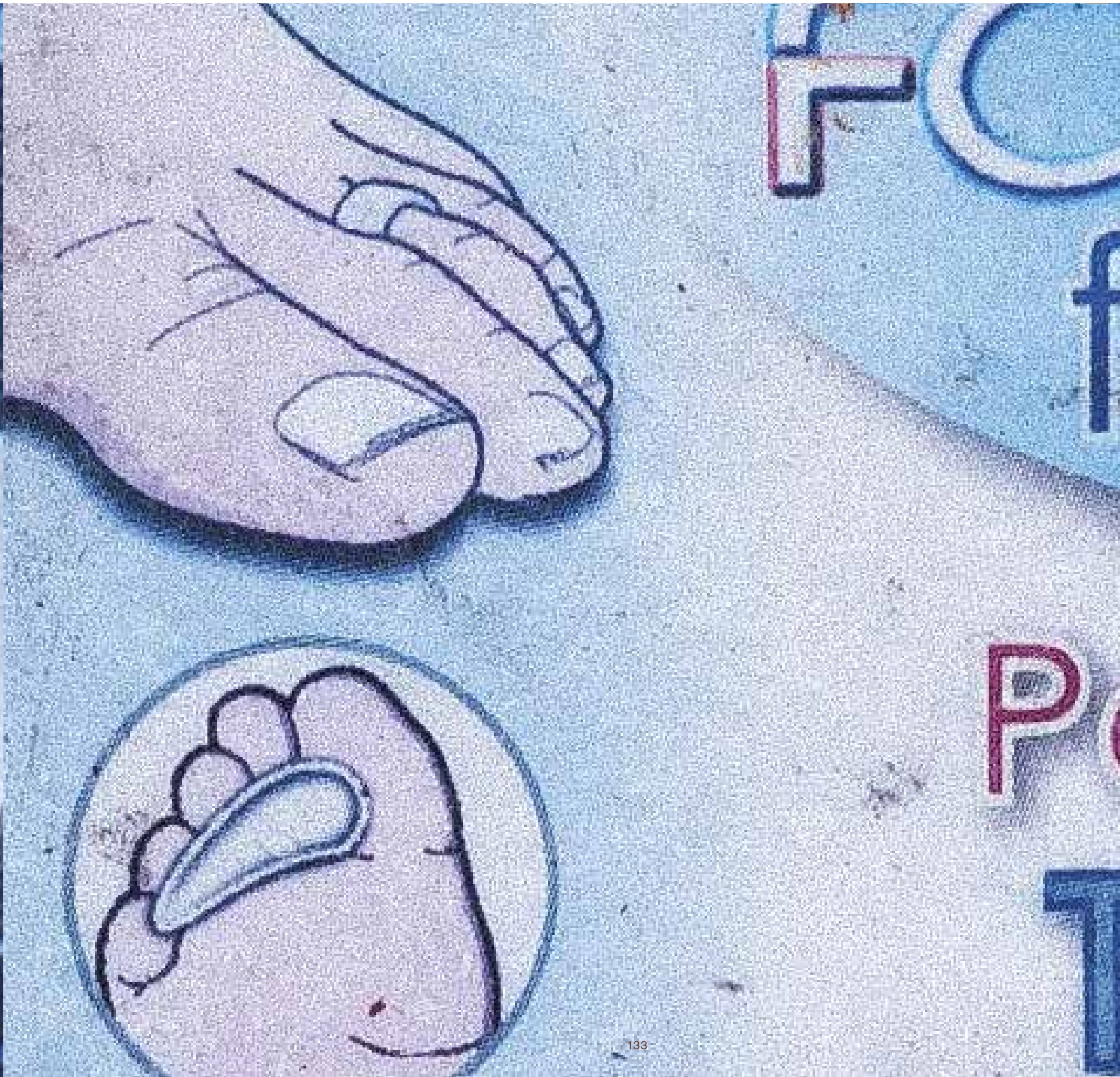


London, United Kingdom

12.1.23

Blackheath







Softy



London, United Kingdom

26.2.23

Blackheath



Fortuna



London, United Kingdom

12.1.23

Blackheath



Foreign Extra Stout#



London, United Kingdom

12.1.23

Blackheath

Corona



London, United Kingdom

12.1.23

Blackheath

B*****

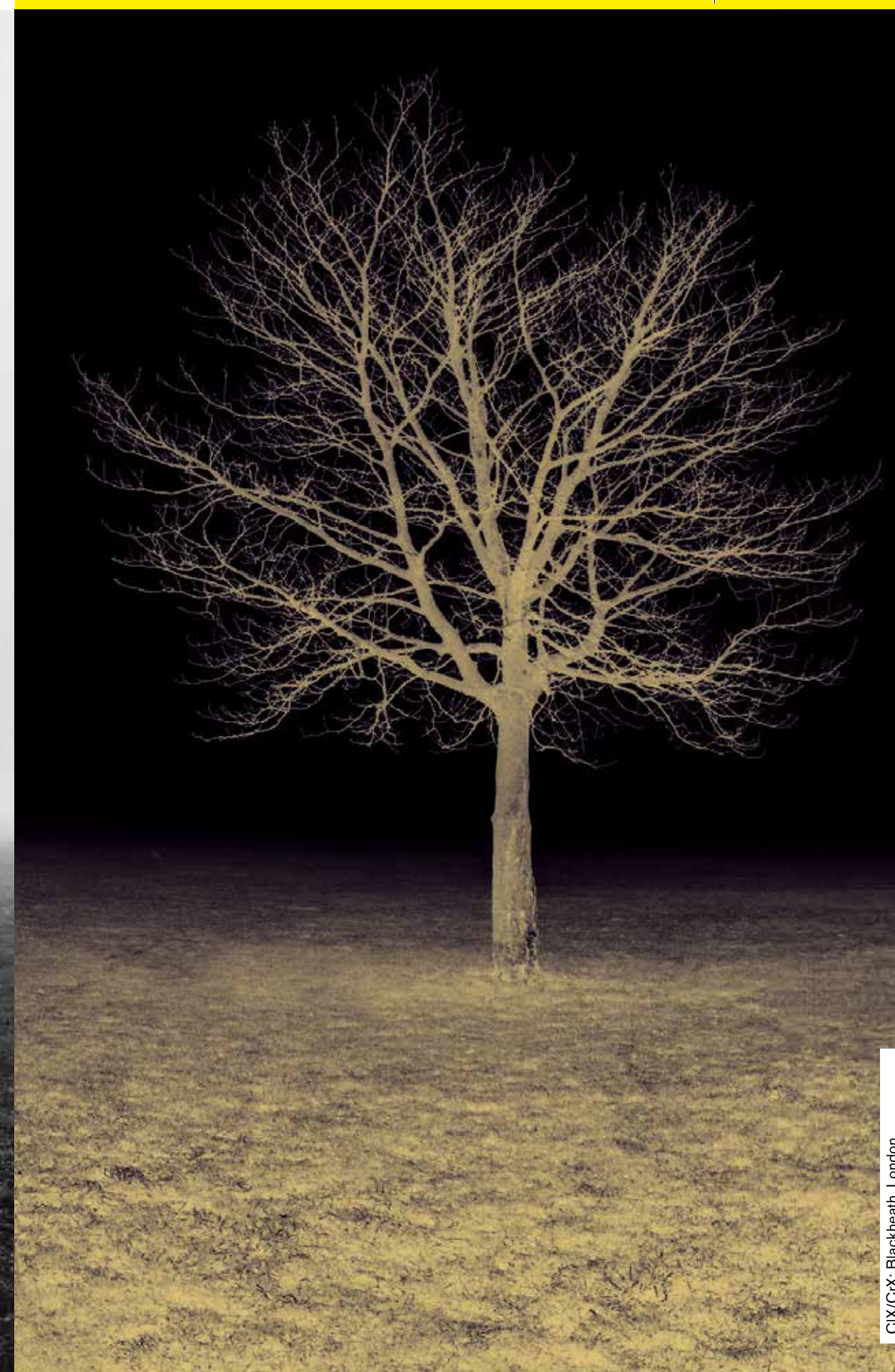


London, United Kingdom

12.1.23

Blackheath





CIX/CrX: Blackheath, London,
20.02.23





Refuel



London, United Kingdom

12.1.23

Blackheath



Cherry



London, United Kingdom

12.1.23

Blackheath



Honey Roasted



London, United Kingdom

12.1.23

Blackheath



Roc



London, United Kingdom

12.1.23

Blackheath



Milk



London, United Kingdom

21.1.23

Blackheath



1664



London, United Kingdom

21.1.23

Blackheath





London, United Kingdom

21.1.23

Boss

Blackheath

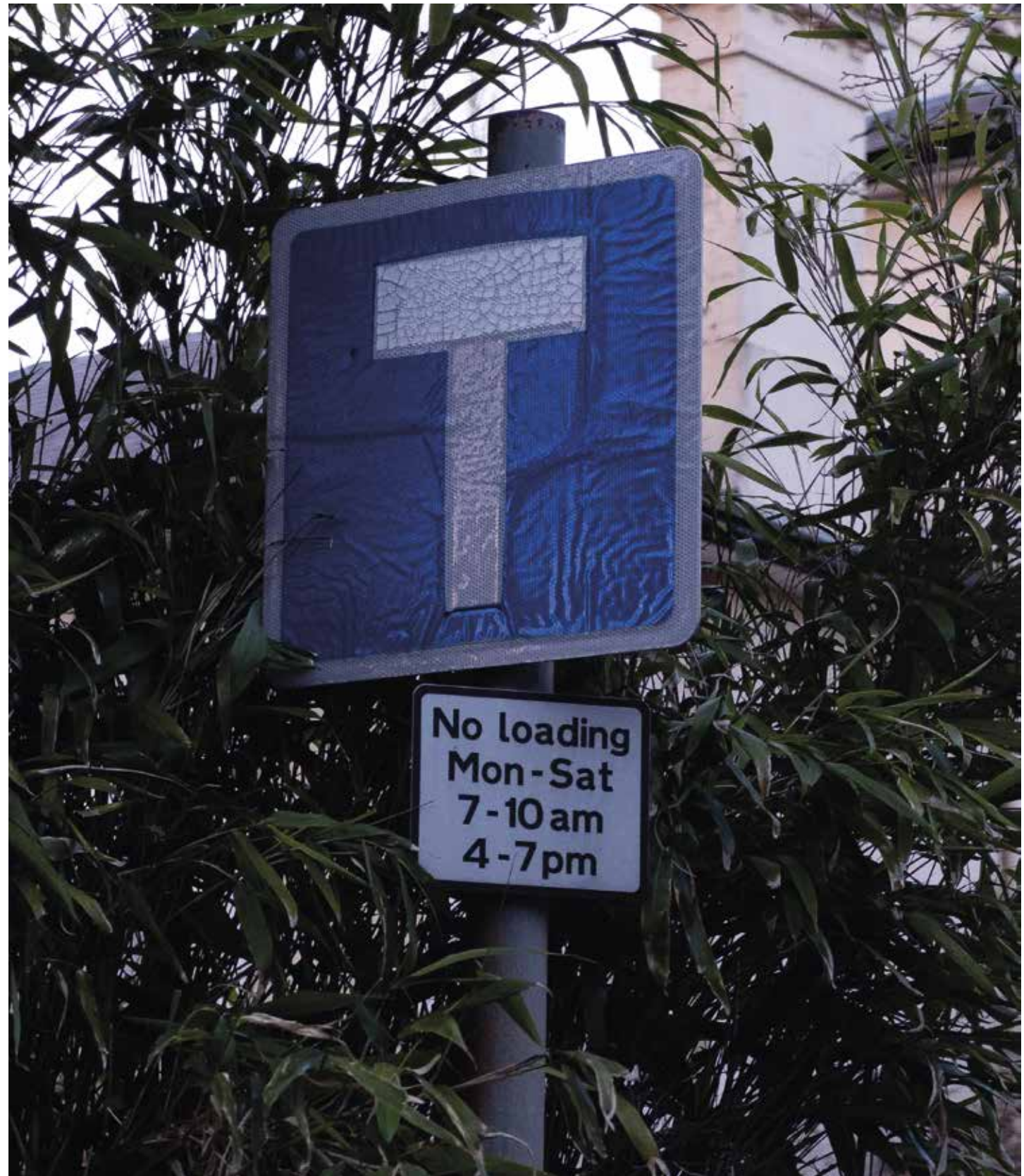
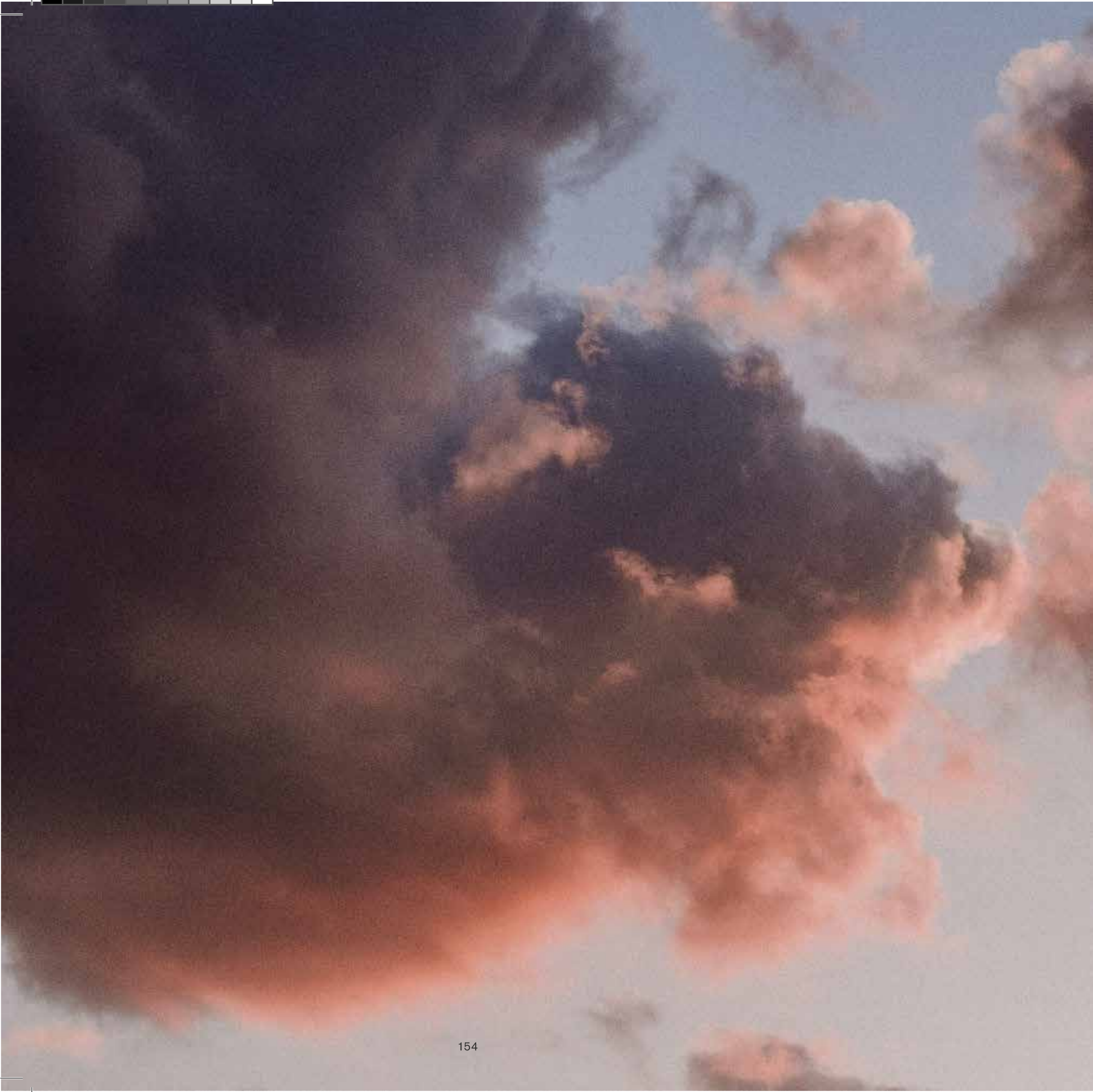


London, United Kingdom

21.1.23

M

Blackheath





“Carts of Darkness” is a Canadian documentary film directed by Murray Siple, which explores the lives of a group of homeless individuals in Vancouver who collect recyclables from the streets and sell them to make a living. The film primarily focuses on a man named Murray, who is a former downhill mountain bike racer, and has turned to collecting and selling recyclables on a shopping cart for survival.

Throughout the film, Murray and his fellow recyclers are shown to have a deep passion for their work, with some even calling it a sport. The film depicts their daily struggles, such as navigating the streets with heavy carts, avoiding confrontations with authorities, and dealing with the physical toll of their work. It also shows the camaraderie and sense of community that exists among the recyclers.

In the context of a book about trash, “Carts of Darkness” serves as a poignant example of the complex relationships that humans have with garbage. It highlights the fact that even those who society may view as “throwaway” can find value and meaning in discarded materials. Additionally, the film sheds light on the harsh realities of homelessness and poverty, and the ways in which people can find resilience and dignity in the face of adversity.

Overall, “Carts of Darkness” is a thought-provoking and engaging film that offers important insights into the lives of marginalized individuals and the social and economic systems that contribute to their struggles. It would be a valuable addition to any discussion or analysis of the topic of trash and its role in society.



Coca-Cola:

Coca-Cola Classic: The original and most widely recognized flavor of Coca-Cola.

Coca-Cola Zero Sugar: A sugar-free and calorie-free variation of Coca-Cola, offering the taste of the original with no calories.

Coca-Cola Life: A reduced-calorie cola sweetened with a blend of sugar and stevia leaf extract.

Coca-Cola Cherry: Coca-Cola with a cherry flavor twist.

Coca-Cola Vanilla: Coca-Cola with a smooth vanilla flavor.

Coca-Cola Lime: Coca-Cola infused with a refreshing lime twist.

Coca-Cola Orange: Coca-Cola with a citrusy orange flavor.

Coca-Cola Raspberry: Coca-Cola with a hint of raspberry flavor.

Coca-Cola Clear: A transparent cola with a crisp and light taste.

Coca-Cola Plus: A fortified version of Coca-Cola with added vitamins and minerals.

Coca-Cola Coffee: A combination of Coca-Cola and coffee flavors.

Coca-Cola Energy: Coca-Cola infused with caffeine and energy-boosting ingredients.

Fanta

Fanta Orange: A refreshing and fruity orange-flavored carbonated soft drink.

Fanta Grape: A sweet and fruity grape-flavored carbonated soft drink.

Fanta Strawberry: A delicious and strawberry-flavored carbonated soft drink.

Fanta Pineapple: A tropical and refreshing pineapple-flavored carbonated soft drink.

Fanta Apple: A crisp and tangy apple-flavored carbonated soft drink.

Fanta Berry: A mix of various berry flavors in a carbonated soft drink.

Sprite

Sprite: A lemon-lime flavored soft drink known for its clear, bubbly taste.

Sprite Zero Sugar: A sugar-free and calorie-free version of Sprite with the same lemon-lime flavor.

Dr Pepper:

Dr Pepper: A unique and distinct soda with a blend of 23 flavors.

Minute Maid:

Minute Maid Orange Juice: A refreshing and natural orange juice made from real oranges.

Minute Maid Apple Juice: A delicious and crisp apple juice made from real apples.

Minute Maid Grape Juice: A rich and flavorful grape juice made from real grapes.

Minute Maid Lemonade: A tangy and refreshing lemonade made with real lemons.

Dasani

Dasani Purified Water: A brand of bottled water produced by The Coca-Cola Company, known for its purity and refreshing taste.

Powerade

Powerade: A sports drink that provides hydration and electrolytes for athletes and active individuals, available in various flavors.

Please note that this list may not include all regional or limited-edition variations, and there may be additional drinks introduced since my knowledge cutoff in September 2021.

Several non-controversial facts about sodas and fizzy drinks that are widely accepted:

High Sugar Content: Regular sodas typically contain high amounts of added sugars, which contribute to their sweet taste. Excessive consumption of sugary sodas has been linked to an increased risk of obesity, type 2 diabetes, tooth decay, and other health issues.

Empty Calories: Sodas provide calories primarily from sugar but lack significant nutritional value. These calories are often referred to as "empty calories" because they provide energy without essential nutrients such as vitamins, minerals, or fiber.

Hydration: Sodas can contribute to overall fluid intake, which can help hydrate the body. However, due to their diuretic effect (increased urine production), beverages containing caffeine, such as cola drinks, may have a slightly dehydrating effect.

Acidic Nature: Many sodas, especially carbonated ones, are acidic due to carbonation and added acids. The acidity of sodas can potentially contribute to tooth enamel erosion and dental problems over time.

Caffeine Content: Some sodas, such as colas, contain caffeine, which is a mild stimulant. Caffeine can provide a temporary energy boost or alertness, but excessive consumption may lead to negative effects like jitteriness, sleep disturbances, and dependency.

Individual Sensitivity: People's responses to consuming sodas can vary. Some individuals may experience digestive discomfort, bloating, or other gastrointestinal issues due to the carbonation or specific ingredients in the beverage.



Cherry Zero Sugar



London, United Kingdom

Blackheath

21.1.23



More



London, United Kingdom

13.4.21

Blackheath



Lewisham, London, 29.03.21

Radnor



London, United Kingdom

29.3.21

Lewisham



Binners

The term "binners" is often used to refer to people who collect recyclable materials from bins and other waste sources to sell for money. In some cases, binners may be homeless or low-income individuals who rely on this activity as a means of income. Binners may collect a range of recyclable materials, including cans, bottles, cardboard, and other items that can be redeemed for a deposit or sold to a recycling facility. Some binners work independently, while others may be part of a larger informal recycling network. While binning can provide a source of income and help divert waste from landfills, it can also be a challenging and sometimes dangerous job, with risks such as exposure to hazardous materials or confrontations with property owners or law enforcement.

Despite these challenges, there are many organizations and initiatives that support binners and advocate for their rights. For example, the Vancouver-based organization Binners' Project works to improve the working conditions and social inclusion of binners, while the Global Alliance of Waste Pickers advocates for the rights of waste pickers worldwide.

The work of binners highlights the potential of informal economies to provide sustainable livelihoods and contribute to environmental sustainability. Their work also underscores the importance of recognizing the value of informal labour and the contributions of marginalized communities to broader social and economic systems.

Binners' Project: <https://binnersproject.org/>

Global Alliance of Waste Pickers: <https://globalrec.org/members/>

"The Value of Waste: Informal Resource Recovery in Cairo": https://www.researchgate.net/publication/281059067_The_Value_of_Waste_Informal_Resource_Recovery_in_Cairo

"Waste Pickers and the Right to the City": <https://www.tandfonline.com/doi/full/10.1080/09614524.2016.1195396>

"The Role of Waste Pickers in Solid Waste Management": <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7072841/>



Sainsbury's



London, United Kingdom

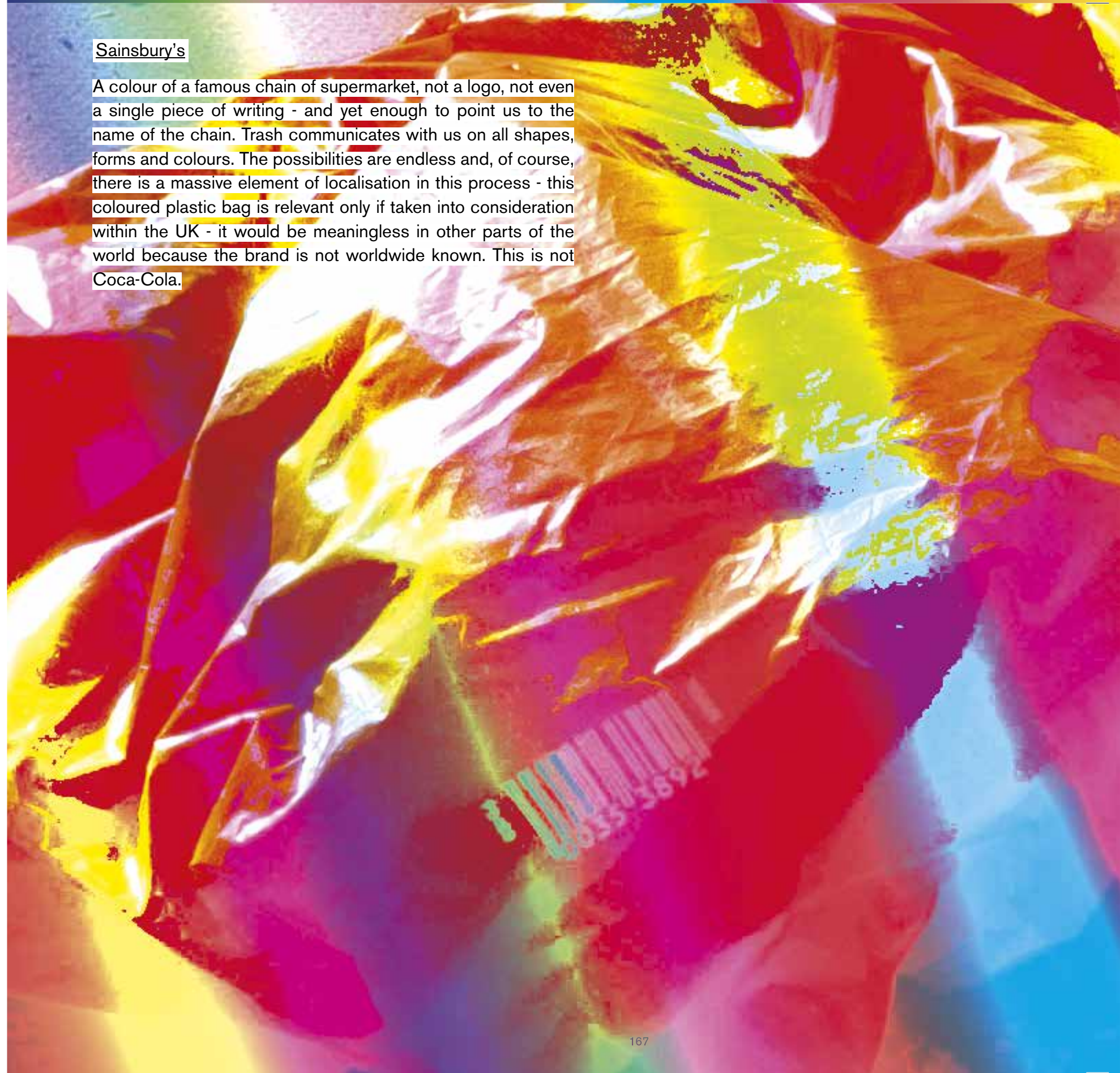
18.4.21

Lee



Sainsbury's

A colour of a famous chain of supermarket, not a logo, not even a single piece of writing - and yet enough to point us to the name of the chain. Trash communicates with us on all shapes, forms and colours. The possibilities are endless and, of course, there is a massive element of localisation in this process - this coloured plastic bag is relevant only if taken into consideration within the UK - it would be meaningless in other parts of the world because the brand is not worldwide known. This is not Coca-Cola.



Coca-Cola - Red: The bold and vibrant red used by Coca-Cola is meant to be eye-catching and associated with energy and excitement. It's a classic colour that has been used by the brand since the 1890s.

Cadbury - Purple: The rich and deep purple colour used by Cadbury is meant to be associated with luxury and quality. It's also a nod to the brand's heritage, as purple was the colour of the wrapper for the first Cadbury Dairy Milk bar.

BP - Green and Yellow: The green and yellow colour scheme used by BP is meant to be associated with environmentalism and eco-friendliness. Green is often used to represent nature and the environment, while yellow can represent energy and innovation.

Shell - Red and Yellow: The red and yellow colour scheme used by Shell is meant to be associated with warmth and friendliness, as well as energy and excitement. It's also a nod to the brand's Dutch heritage, as the colours are similar to the Dutch national flag.

McDonald's - Yellow and Red: The bold and bright yellow and red used by McDonald's is meant to be associated with fun and excitement, as well as appetite stimulation. The colours were chosen in the 1960s to help differentiate the brand from competitors.

British Airways - Blue and Red: The blue and red colour scheme used by British Airways is meant to be associated with trust and reliability, as well as excitement and adventure. The colours are also a nod to the brand's British heritage.

Virgin - Red: The bright and bold red used by Virgin is meant to be associated with energy and excitement, as well as innovation and modernity. The colour was chosen by founder Richard Branson, who wanted a colour that was both bold and memorable.

Barclays - Blue: The deep and rich blue used by Barclays is meant to be associated with trust and reliability, as well as professionalism and sophistication. It's a classic colour that has been used by the brand for over a century.

Santander - Red: The bright and bold red used by Santander is meant to be associated with energy and excitement, as well as reliability and stability. It's a colour that has been used by the brand since the early 2000s.

Tesco - Blue and Red: The blue and red colour scheme used by Tesco is meant to be associated with trust and reliability, as well as affordability and value. The colours were chosen in the 1990s to help differentiate the brand from competitors.

Sainsbury's - Orange: The bright and bold orange used by Sainsbury's is meant to be associated with energy and excitement, as well as affordability and value. It's a colour that has been used by the brand since the 1970s.

Morrisons - Green and Yellow: The green and yellow colour scheme used by Morrisons is meant to be associated with environmentalism and eco-friendliness, as well as affordability and value. Green is often used to represent nature and the environment, while yellow can represent energy and innovation.

John Lewis - Green and White: The green and white colour scheme used by John Lewis is meant to be associated with quality and sophistication, as well as affordability and value. The colours were chosen in the early 2000s to help modernize the brand.

Boots - Blue and White: The blue and white colour scheme of Boots, a British health and beauty retailer, represents cleanliness, trust, and professionalism. The blue colour signifies calmness and reliability, while white represents purity and hygiene.

The Body Shop - Green: The green colour of The Body Shop, a global cosmetics brand, represents the company's commitment to environmental sustainability and ethical sourcing of ingredients. The green colour represents nature, growth, and health.

Harrods - Green and Gold: The green and gold colours of Harrods, a luxury department store in London, represent prestige, sophistication, and luxury. The green colour symbolizes the store's commitment to sustainability and social responsibility, while gold represents wealth and opulence.

British Telecom (BT) - Blue: The blue colour of BT, a telecommunications company, represents reliability, trust, and professionalism. The company has used the blue colour in its branding since the 1980s.

HSBC - Red and White: The red and white colours of HSBC, a multinational banking and financial services company, represent passion, energy, and purity. The red colour symbolizes the company's commitment to excellence, while white represents purity and transparency.

Lloyds Bank - Black and Red: The black and red colours of Lloyds Bank, a retail and commercial bank, represent strength, stability, and passion. The black colour represents authority and professionalism, while red represents energy and passion.

Marks & Spencer - Green: The deep and rich green used by Marks & Spencer is meant to be associated with quality and sophistication, as well as affordability and value. It's a classic colour that has been used by the brand for over a century.



Wrestle-mania

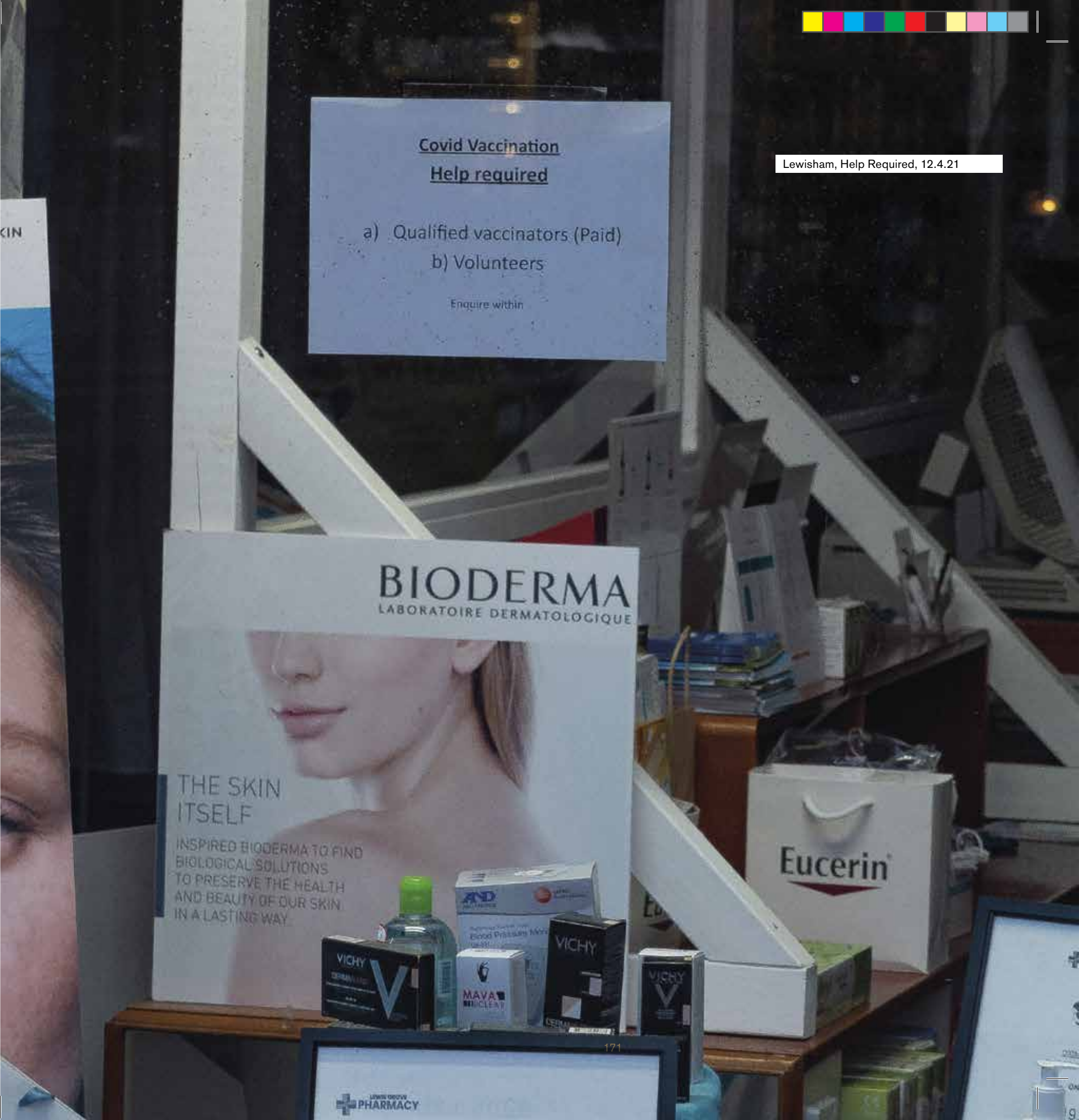


London, United Kingdom

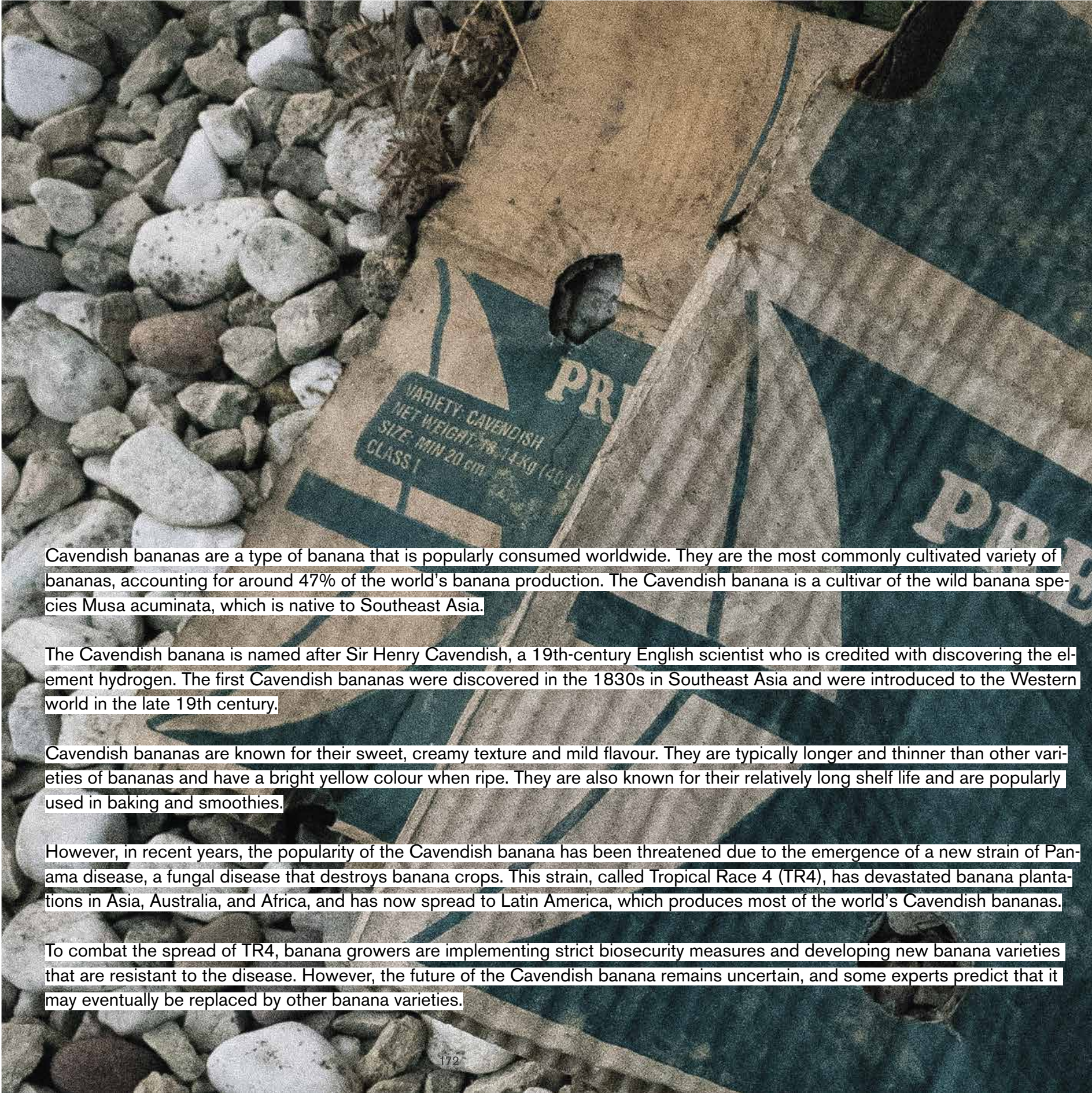
18.4.21



Lewisham, Help Required, 12.4.21



Lee



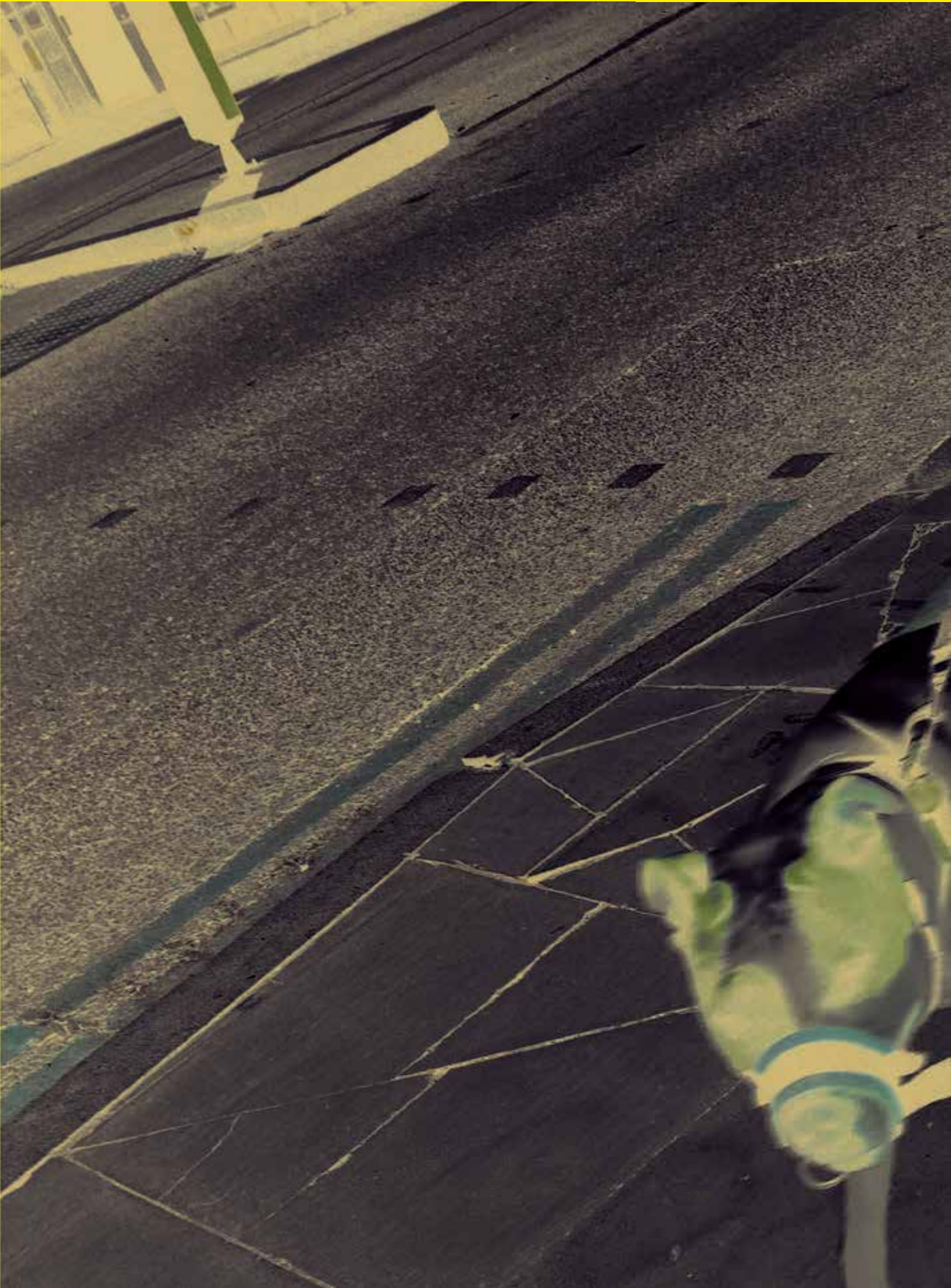
Cavendish bananas are a type of banana that is popularly consumed worldwide. They are the most commonly cultivated variety of bananas, accounting for around 47% of the world's banana production. The Cavendish banana is a cultivar of the wild banana species *Musa acuminata*, which is native to Southeast Asia.

The Cavendish banana is named after Sir Henry Cavendish, a 19th-century English scientist who is credited with discovering the element hydrogen. The first Cavendish bananas were discovered in the 1830s in Southeast Asia and were introduced to the Western world in the late 19th century.

Cavendish bananas are known for their sweet, creamy texture and mild flavour. They are typically longer and thinner than other varieties of bananas and have a bright yellow colour when ripe. They are also known for their relatively long shelf life and are popularly used in baking and smoothies.

However, in recent years, the popularity of the Cavendish banana has been threatened due to the emergence of a new strain of Panama disease, a fungal disease that destroys banana crops. This strain, called Tropical Race 4 (TR4), has devastated banana plantations in Asia, Australia, and Africa, and has now spread to Latin America, which produces most of the world's Cavendish bananas.

To combat the spread of TR4, banana growers are implementing strict biosecurity measures and developing new banana varieties that are resistant to the disease. However, the future of the Cavendish banana remains uncertain, and some experts predict that it may eventually be replaced by other banana varieties.





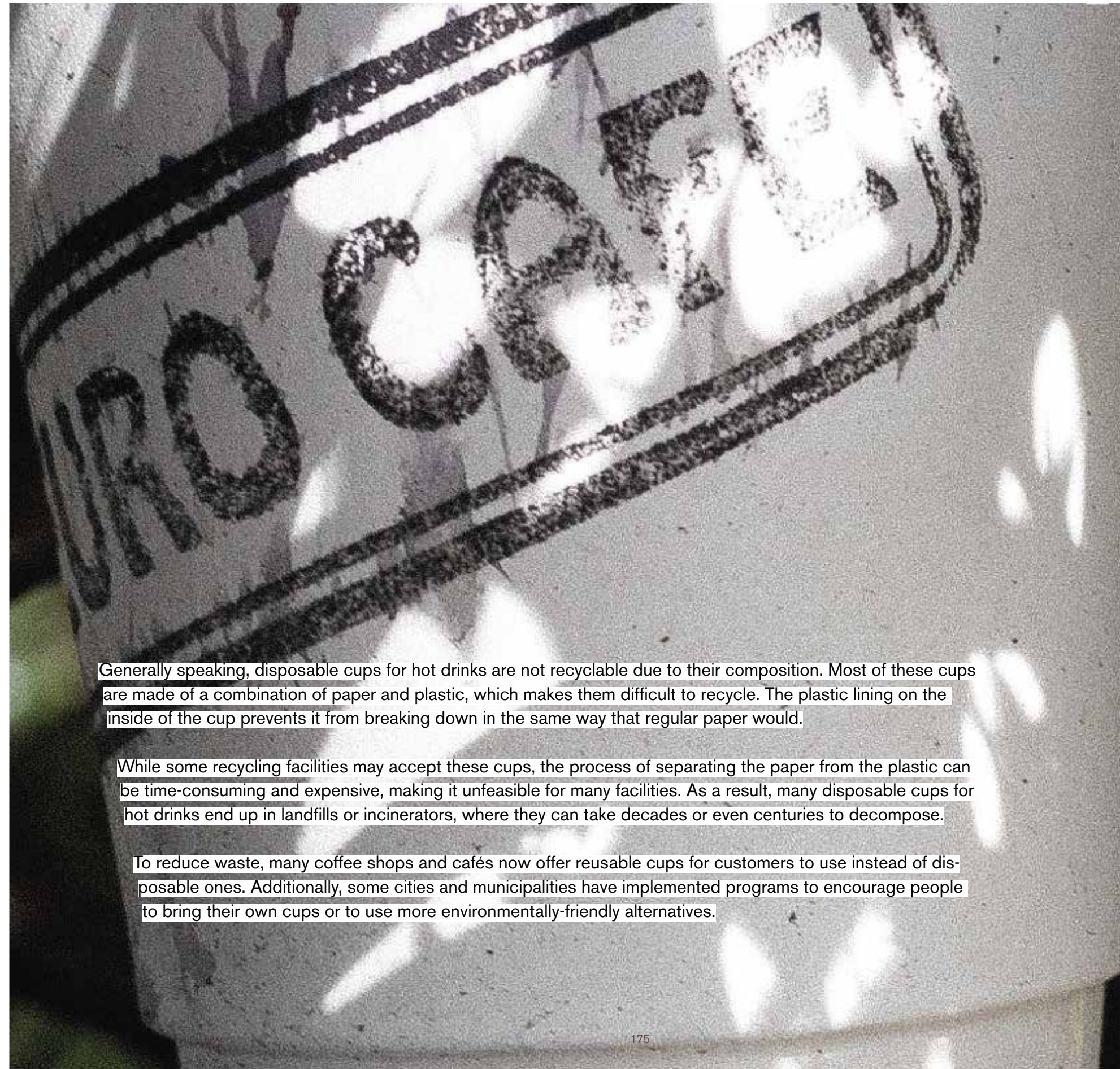
Euro Cafe



London, United Kingdom

10.5.21

Lee



Generally speaking, disposable cups for hot drinks are not recyclable due to their composition. Most of these cups are made of a combination of paper and plastic, which makes them difficult to recycle. The plastic lining on the inside of the cup prevents it from breaking down in the same way that regular paper would.

While some recycling facilities may accept these cups, the process of separating the paper from the plastic can be time-consuming and expensive, making it unfeasible for many facilities. As a result, many disposable cups for hot drinks end up in landfills or incinerators, where they can take decades or even centuries to decompose.

To reduce waste, many coffee shops and cafés now offer reusable cups for customers to use instead of disposable ones. Additionally, some cities and municipalities have implemented programs to encourage people to bring their own cups or to use more environmentally-friendly alternatives.



Budweiser



Lewisham

London, United Kingdom

5.7.21



C*c* **la



London, United Kingdom

18.4.21

Lee



Squirt



London, United Kingdom

26.7.21

Lee

Vanilla



London, United Kingdom

25.6.21

Lee



Meal Deal



Lewisham

London, United Kingdom

26.6.21



Stella

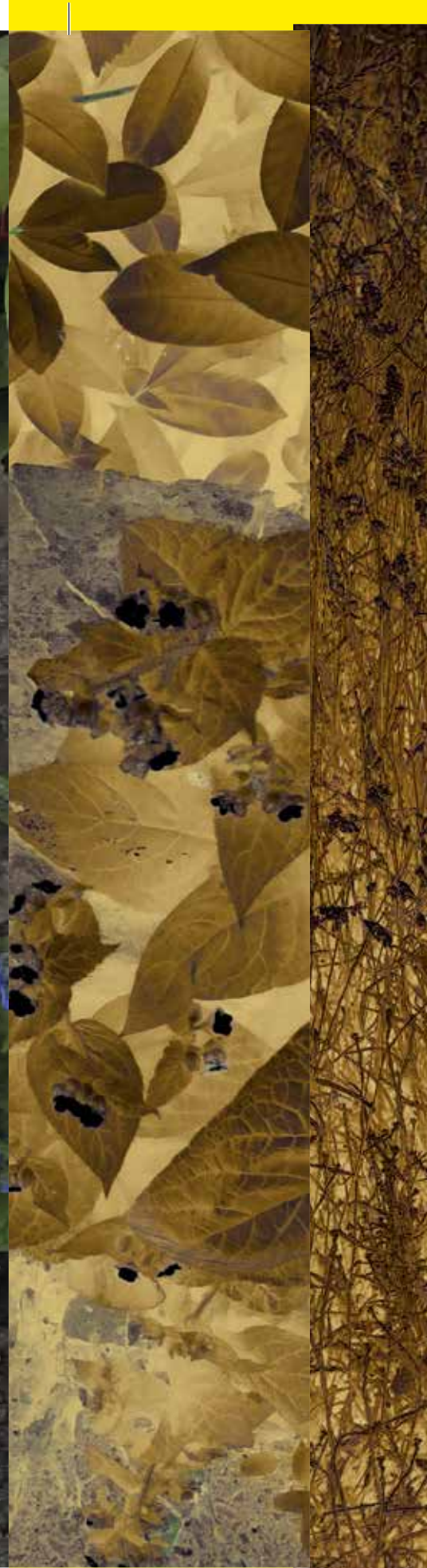


London, United Kingdom

13.6.21



FOLD OUTWARDS



previous/this
London, Greenwich, 13.6.21





FOLD INWARDS

FOLD INWARDS



Burger



Porto, Portugal

7.9.21

Leça do Balio

Porto, Portugal, 7.9.21



Vessels



Porto, Portugal

7.9.21

Leça do Balio



FOLD OUTWARDS



Vessels

These white plastic 5l bottles are omnipresent in the trash in Portugal. These can be both branded - a staple, very cheap, brand of wine or just simple 5l vessels for re-bottling. Either way everybody knows what these bottles are and they are associated with cheap, table wine and, goes without saying, can be found less looked after areas of town.



Chicken



Leça do Balio

Porto, Portugal

7.11.21



Minipreço



London, United Kingdom

7.9.21

Leça do Balio





Super Bock

Branded case of beer, used a step to walk over a wall in Leça do Balio, Porto, Portugal. A classy intervention that blends seamlessly in the surrounding environment, complementing beautifully the greyness of the cement around.



Super Bock





This/Next:
London, Shepherd's Bush Market,
12.11.21



ed soo bee



London, United Kingdom

12.11.21

Shepherd's Bus Market





So simple



London, United Kingdom

17.11.21

Bow



London, United Kingdom

17.11.21

Bow



Rollover

London, United Kingdom

Rollover

DISPLAY UNTIL
18 65

ORIGINAL 006
AND SMOKED

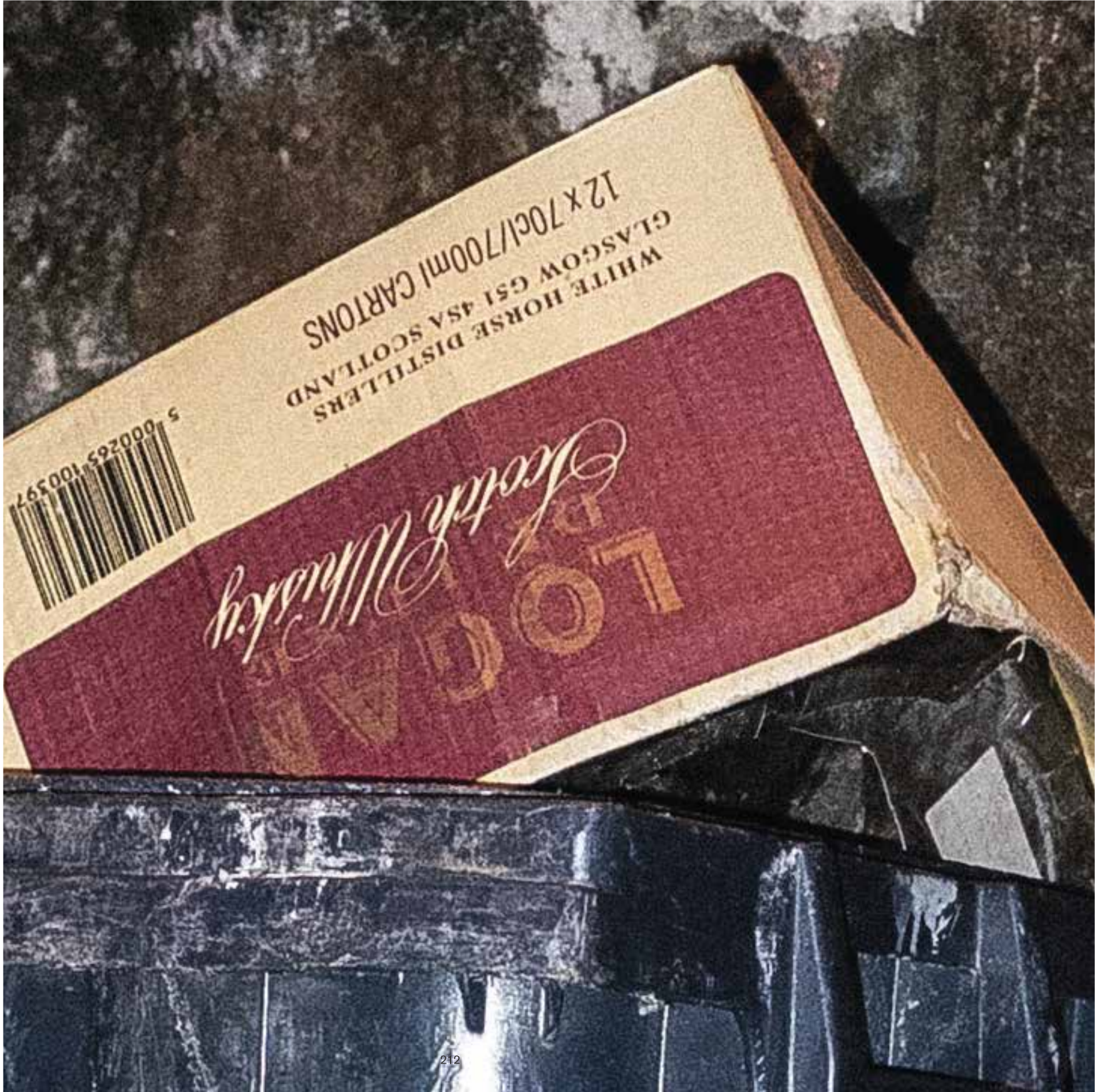
1711.21

Bow





[Previous](#)
[LX/RX](#): Porto, Custoias, 17.2.22



Logan



Campanha



The Senhora da Hora Market, is a historic market located in the Senhora da Hora neighbourhood of Porto, Portugal. The market has a rich history dating back to the early 20th century, when it was established to serve the growing population of the area. The Senhora da Hora Market was officially opened in 1939, as part of a larger urban planning initiative aimed at improving the infrastructure and services in the area. The market was designed by architect Manuel Marques, who was also responsible for several other notable buildings in Porto.

At the time of its opening, the Senhora da Hora Market was a state-of-the-art facility, equipped with modern amenities and designed to accommodate a range of commercial activities. The market featured a central hall for the sale of fresh produce, as well as several smaller shops and stalls selling a variety of goods.

Over the years, the market became a hub of activity and commerce in the Senhora da Hora neighbourhood, serving as a gathering place for local residents and a destination for visitors from across Porto. The market continued to thrive throughout the mid-20th century, even as the surrounding area underwent significant changes.

In recent years, the Senhora da Hora Market has undergone a renovation and modernization effort, aimed at preserving its historic character while updating its facilities to meet the needs of a modern urban community. Today, the market continues to serve as an important cultural and economic centre in Porto, providing a wide range of goods and services to residents and visitors alike.



“Masha and the Bear” is a Russian animated television series that was first aired in 2009. The series follows the adventures of a little girl named Masha and a bear who lives in a forest house. Masha is a mischievous and energetic child who is always getting into trouble, and the bear is a kind and patient character who tries to keep her out of harm's way. The show has been praised for its humour, charming characters, and positive themes, and it has become very popular with children and families around the world. In addition to the television series, the “Masha and the Bear” franchise includes merchandise, games, books, and other media. The show has been dubbed in many languages and has been broadcast in over 120 countries, making it one of the most widely distributed Russian animated series of all time. The franchise has also received several awards and accolades for its animation and storytelling. Overall, “Masha and the Bear” is a beloved and timeless children's show that continues to entertain and inspire audiences of all ages.

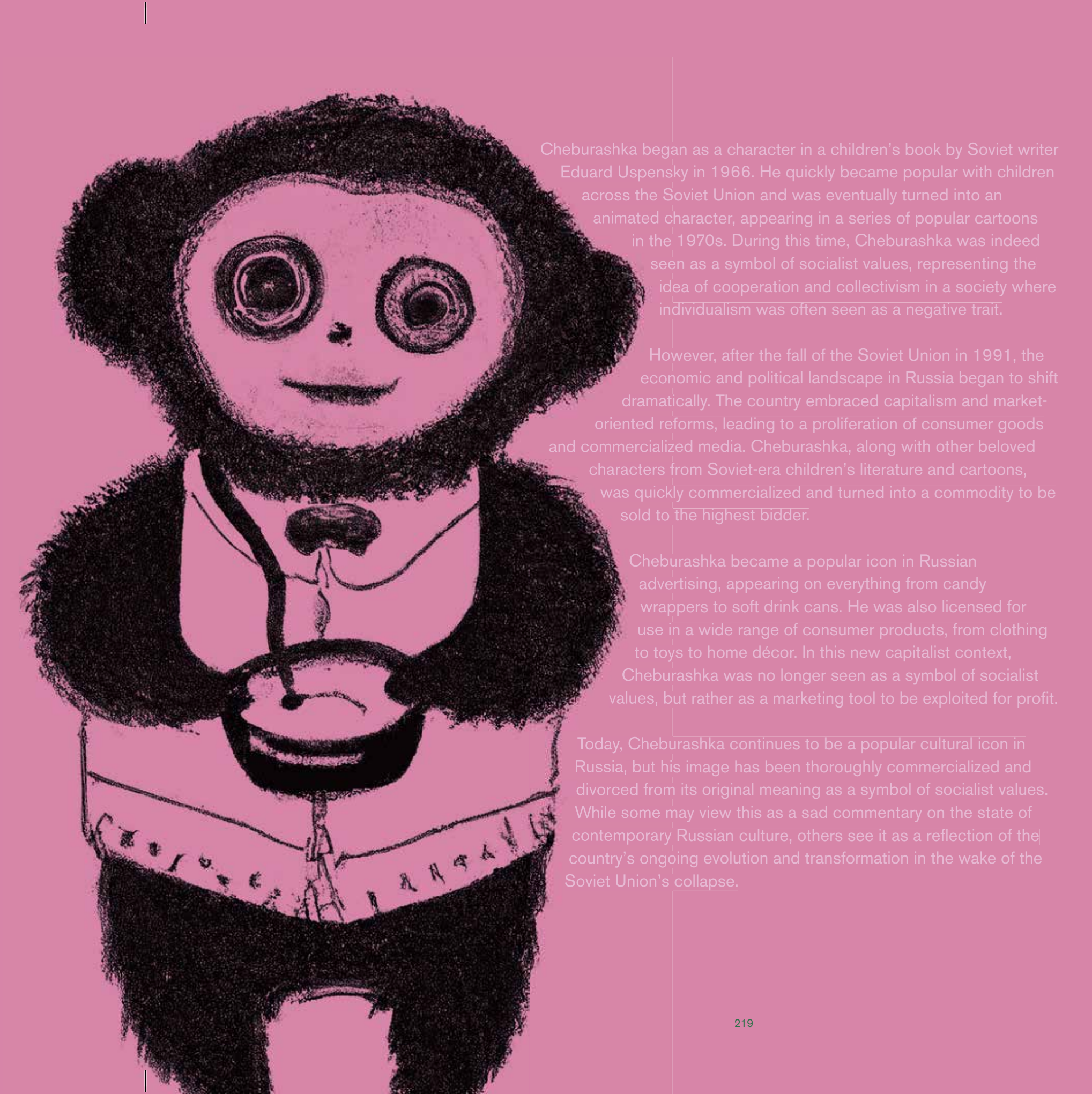


Masha



Porto, Portugal

26.2.22

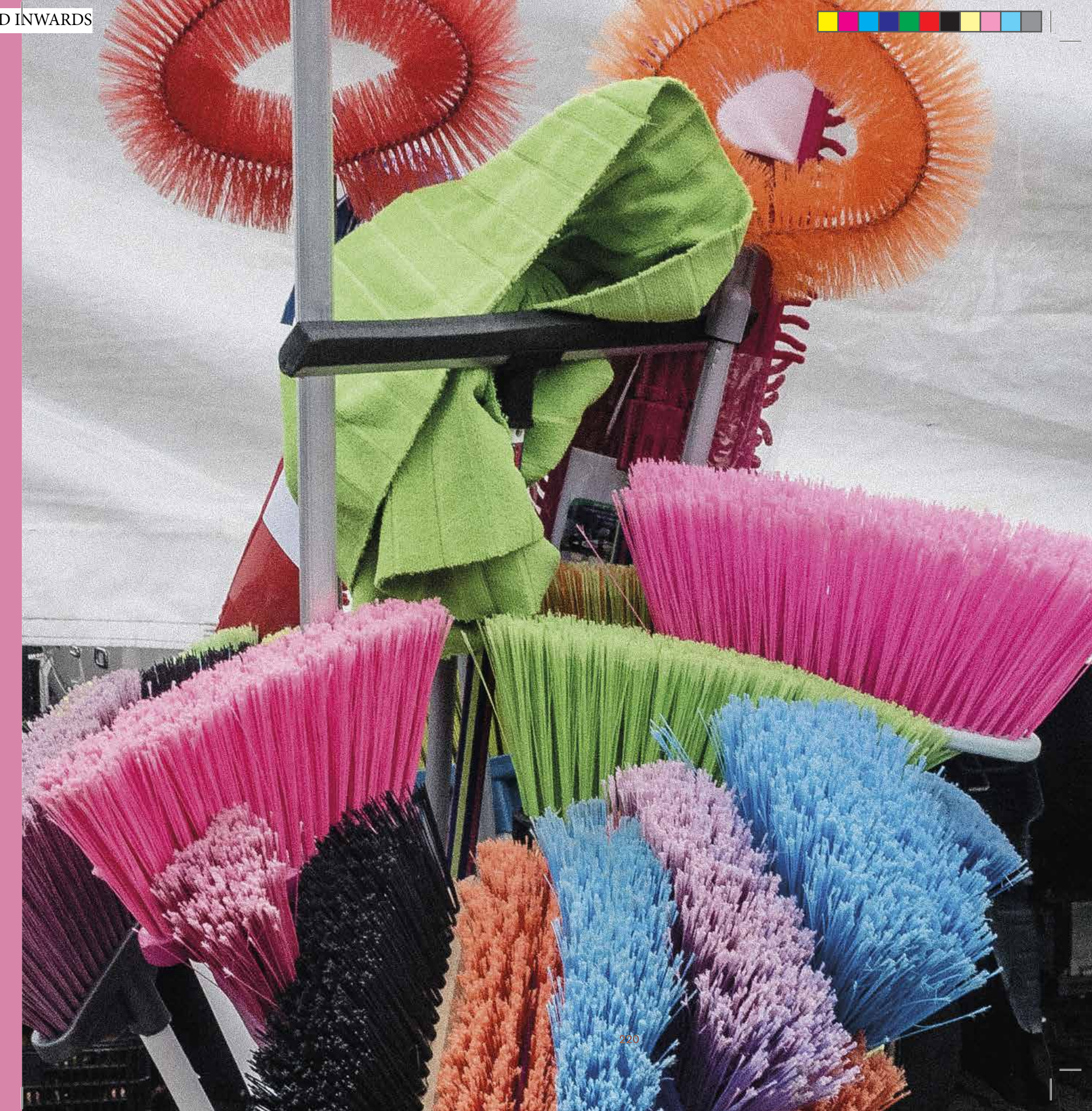


Cheburashka began as a character in a children's book by Soviet writer Eduard Uspensky in 1966. He quickly became popular with children across the Soviet Union and was eventually turned into an animated character, appearing in a series of popular cartoons in the 1970s. During this time, Cheburashka was indeed seen as a symbol of socialist values, representing the idea of cooperation and collectivism in a society where individualism was often seen as a negative trait.

However, after the fall of the Soviet Union in 1991, the economic and political landscape in Russia began to shift dramatically. The country embraced capitalism and market-oriented reforms, leading to a proliferation of consumer goods and commercialized media. Cheburashka, along with other beloved characters from Soviet-era children's literature and cartoons, was quickly commercialized and turned into a commodity to be sold to the highest bidder.

Cheburashka became a popular icon in Russian advertising, appearing on everything from candy wrappers to soft drink cans. He was also licensed for use in a wide range of consumer products, from clothing to toys to home décor. In this new capitalist context, Cheburashka was no longer seen as a symbol of socialist values, but rather as a marketing tool to be exploited for profit.

Today, Cheburashka continues to be a popular cultural icon in Russia, but his image has been thoroughly commercialized and divorced from its original meaning as a symbol of socialist values. While some may view this as a sad commentary on the state of contemporary Russian culture, others see it as a reflection of the country's ongoing evolution and transformation in the wake of the Soviet Union's collapse.





A recognizable brand or character can have a significant impact on consumers' behaviours.

Increased brand awareness: When a brand or character is well-known and recognizable, it can increase awareness of the brand and make it easier for consumers to remember and recognize it in the future. This can lead to increased brand loyalty and repeat purchases.

Emotional connection: A recognizable brand or character can create an emotional connection with consumers. For example, people may feel a sense of nostalgia or childhood memories when they see a familiar brand or character, which can drive positive associations with the brand.

Trust and reliability: When a brand or character is widely recognized, it can create a sense of trust and reliability in the minds of consumers. People may be more likely to choose a recognizable brand or character over a less-known option because they perceive it as more trustworthy and reliable.

Influence on purchasing decisions: A recognizable brand or character can have a significant impact on consumers' purchasing decisions. People may be more likely to buy products that feature a familiar brand or character, particularly if they have positive associations with it.

In conclusion, a recognizable brand or character can have a significant impact on consumers' behaviours by increasing brand awareness, creating an emotional connection, building trust and reliability, and influencing purchasing decisions.



Vigantol



Antas

Porto, Portugal

16.3.22



Vigantol

A very odd combo. A brand of Vitamin D and Last Tango in Paris, Portuguese edition. I am not sure what are the implications of this find and whether this is an actually representative example of branded trash. I just find the random juxtaposition extremely fascinating and somewhat thought provoking.

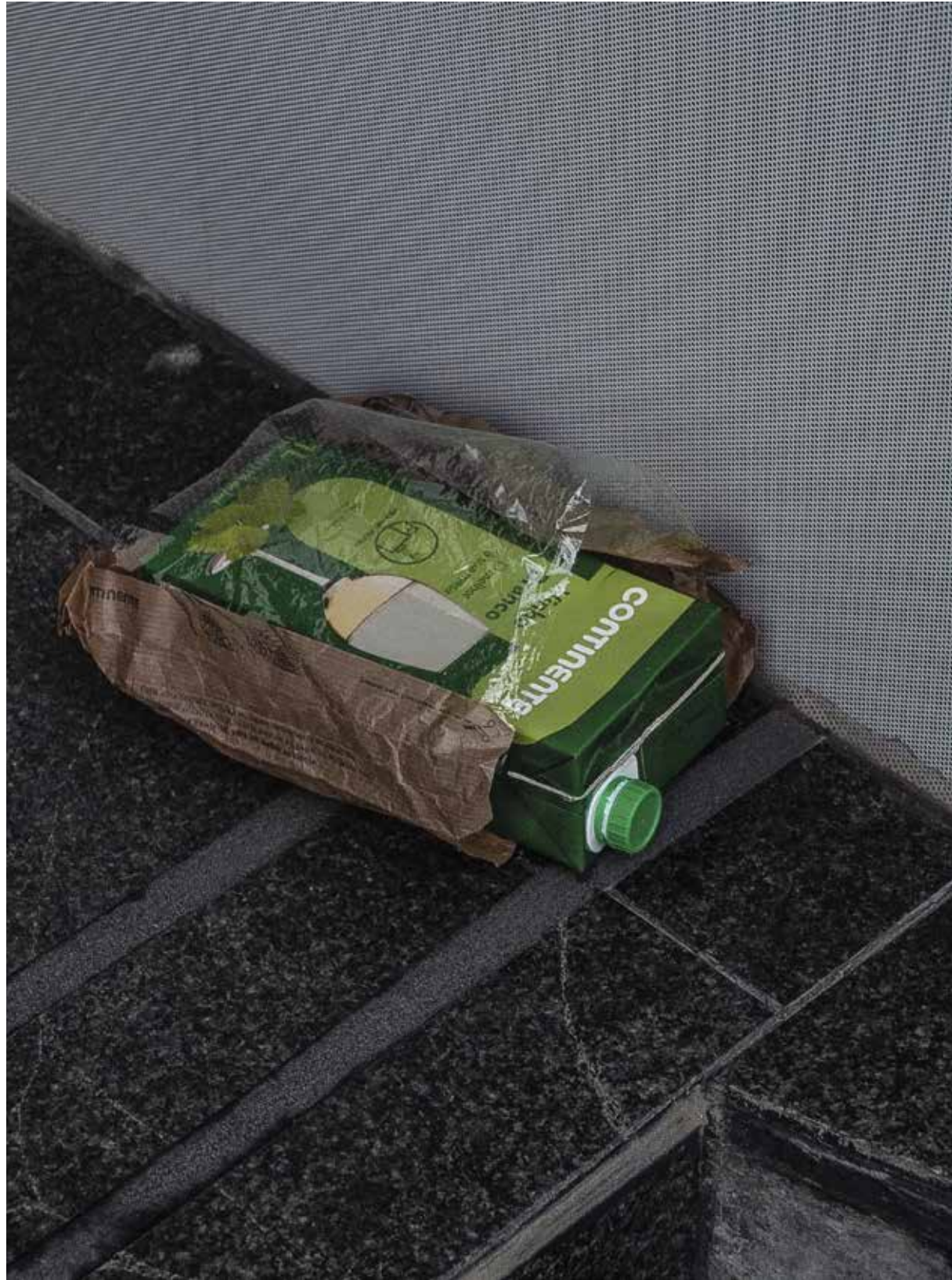


Previous.
LX/RX: Porto, Antas, 16.3.22





Vinho Branco



Campanha

Porto, Portugal

27.3.22



Vinho Branco

An abandoned carton of wine found in the popular neighborhood of Campanha in Porto. Despite the area being up-and-coming and experiencing the effects of gentrification similar to other areas of Porto, it still remains a relatively impoverished area where such discoveries are common. For context, Continent is a well-known chain of supermarkets and a staple in Portuguese culture."





Bertrand

Librarian Bertrand is a Portuguese book retailer operating 59 branches nationwide, including 2 in Madeira. Founded in 1732, its original store in the Chiado neighborhood of Lisbon was declared to be the oldest operating bookstore in the world by the Guinness Book of World Records in 2011.[1] Bertrand has been frequented by numerous famous authors, including Alexandre Herculano, Fernando Pessoa, Eça de Queirós, Antero de Quental, Ramalho Ortigão, and the fictional protagonists of Antonio Tabucchi's short masterpiece "The Backwards Game".



Bertrand



Porto, Portugal

10.4.22

Bomfim



Maria

Porto, Portugal

Nearly every Portuguese person grew up eating Maria Cookies (Bolacha Maria)—thin, crisp, sweet biscuits that virtually melt in your mouth. While these tasty delights can be enjoyed on their own, they're also used in dessert recipes as a crumble, cake base, or cake layer. I believe these are from Pingo Doce

Antas

17.4.22

Calippo

Calippo Inc. © was established in 1951 by John Calippo. The Calippo brand operated with losses in each of the first four years of production, however in its fifth year Calippo found success with its new branding and advertising campaign, focusing on the now-famous packaging shape, known as the 'Calippacket'. The business grew exponentially, with record profits in the cold beverages industry of \$80,002 in 1956 (worth \$1,000,000 in today's money). John Calippo pioneered the use of ice cream vans in the late fifties, which led to further success within the brand, propelling the company to the upper echelons of the industry. This saw Calippo retain a large share of the market up until the late 1990s, at which point the company was bought by Unilever in a multi-million dollar takeover. Dave Woods, of the Wall Street Journal, reported the estimated price of the purchase to be in the range of \$50-75,000,000.





FOLD INWARDS

FOLD INWARDS



Calippo



Porto, Portugal

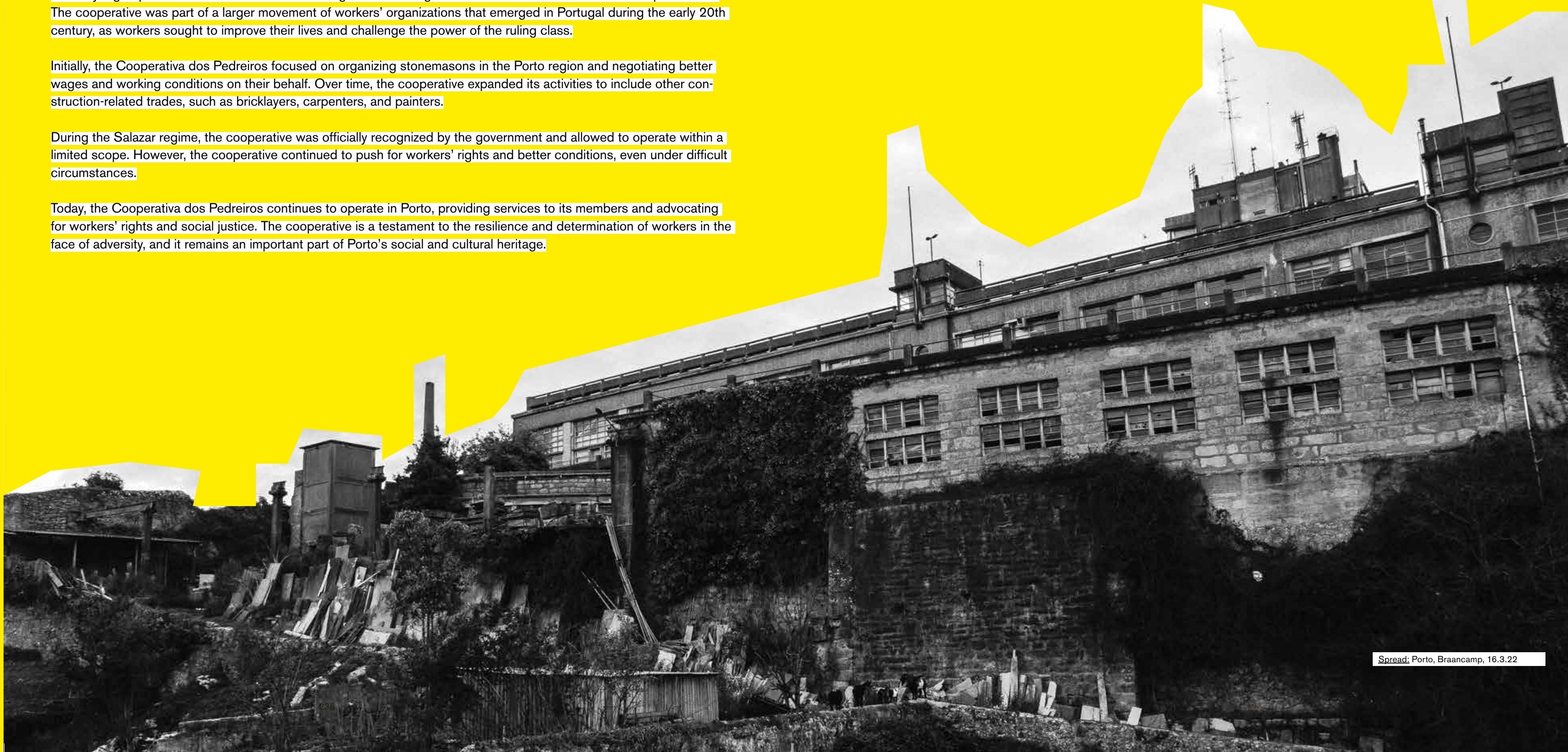
17.4.22

The Cooperativa dos Pedreiros (Cooperative of Stonemasons) in Porto is a workers' cooperative that was founded in 1929 by a group of stonemasons who were seeking better working conditions and more control over their profession. The cooperative was part of a larger movement of workers' organizations that emerged in Portugal during the early 20th century, as workers sought to improve their lives and challenge the power of the ruling class.

Initially, the Cooperativa dos Pedreiros focused on organizing stonemasons in the Porto region and negotiating better wages and working conditions on their behalf. Over time, the cooperative expanded its activities to include other construction-related trades, such as bricklayers, carpenters, and painters.

During the Salazar regime, the cooperative was officially recognized by the government and allowed to operate within a limited scope. However, the cooperative continued to push for workers' rights and better conditions, even under difficult circumstances.

Today, the Cooperativa dos Pedreiros continues to operate in Porto, providing services to its members and advocating for workers' rights and social justice. The cooperative is a testament to the resilience and determination of workers in the face of adversity, and it remains an important part of Porto's social and cultural heritage.



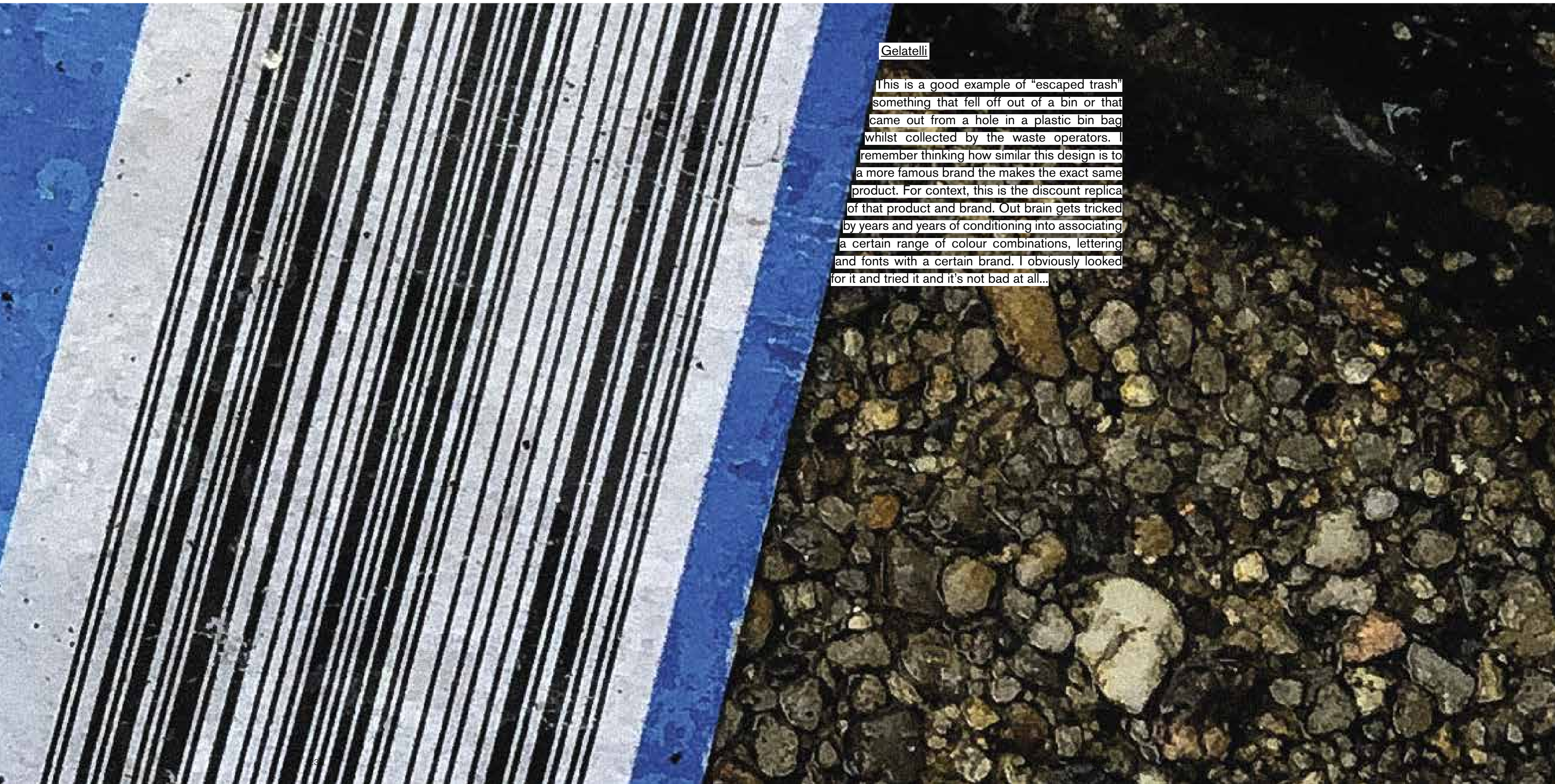
Spread: Porto, Braancamp, 16.3.22

Gelatelli



Porto, Portugal

22.4.22



Gelatelli

This is a good example of “escaped trash” something that fell off out of a bin or that came out from a hole in a plastic bin bag whilst collected by the waste operators. I remember thinking how similar this design is to a more famous brand the makes the exact same product. For context, this is the discount replica of that product and brand. Our brain gets tricked by years and years of conditioning into associating a certain range of colour combinations, lettering and fonts with a certain brand. I obviously looked for it and tried it and it’s not bad at all...





Bic

The BIC lighter was first mentioned in a 1972 Time magazine article reporting that BIC was currently in development of a lighter that could be lit up to 3,000 times before wearing out.[4] In 1975, television commercials told potential consumers to “flick your BIC”, a slogan that is still used today. The sexually charged slogan was an attempt to compete with the leading lighter manufacturer at the time, Gillette. Bic Lighter, found outside the main entrance of Farfetch - Custoias, Leça do Balio, Porto, PT - April 2022



Bic



Leça do Balio

Porto, Portugal

27.4.22



Portugues



Porto, Portugal

2.5.22



Portugues

The brand was founded in 1929 during the Dictatorial Portugal regime and was one of the most popular brands in Portugal during the 1980s and 1990s. However, after foreign brands were introduced and started to dominate the market, the brand gradually lost appeal to the Portuguese smoker. The original name of the brand was called “Português Suave” (literally “Smooth” or “Soft Portuguese”), but the name was changed in 2001 to respect the anti-tobacco laws that prohibit the sale of cigarettes with names like “smooth”, “light” or “mild”.^[8] Portuguese was one of the first unfiltered cigarettes in Portugal, and was one of the last to be discontinued in 2003, when the brand was sold with a filter only.^[8] As of 2011, the variants “Português Vermelho (Red)” and “Português Azul (Blue)” have been discontinued.^[6]



P**Y Fiesta

Porto, Portugal

9.5.22

Bolhao



Pizza

Porto, Portugal

1.6.22

Bomfim





FOLD OUTWARDS



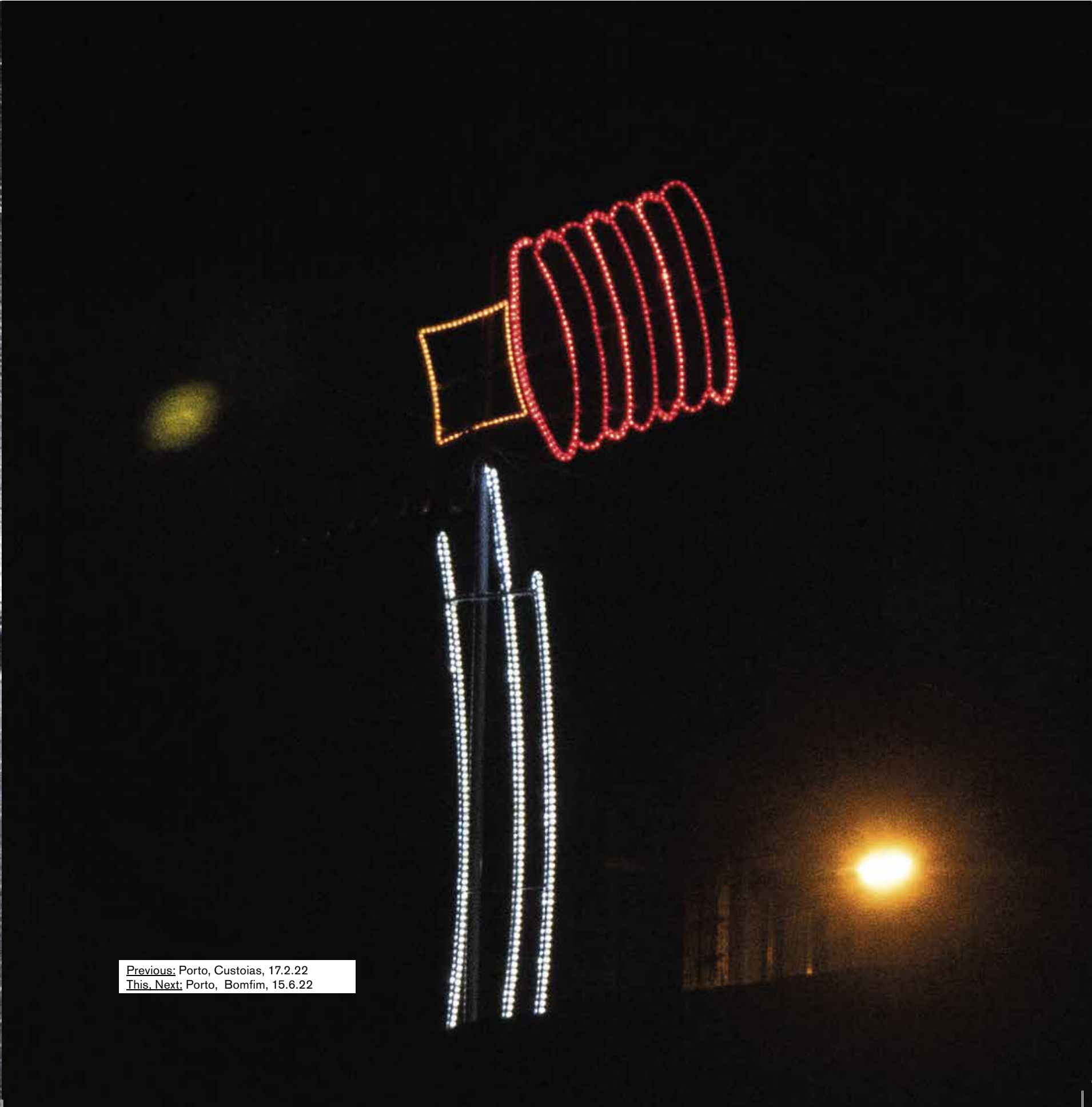
Puma



Porto, Portugal

5.6.22

Bomfim



Previous: Porto, Custoias, 17.2.22
This, Next: Porto, Bomfim, 15.6.22



Super Bock is much more than just a beer brand in the city of Porto; it is a symbol of the city's cultural identity and a source of pride for its people. The beer's origins date back to 1927 when the company first began producing beer in Porto. Since then, the brand has become one of the most well-known and beloved in Portugal, with a loyal following that extends far beyond the city.

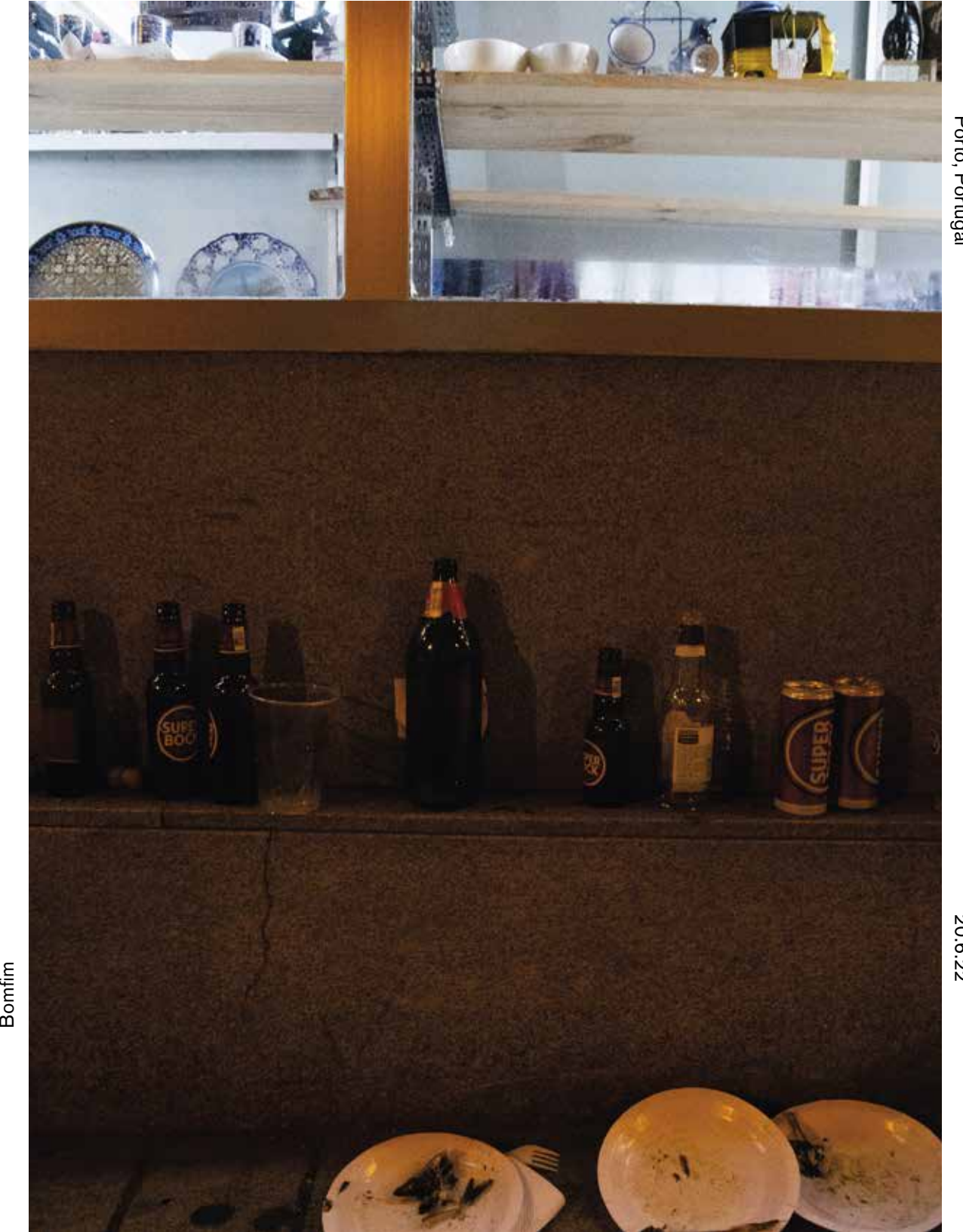
However, the link between Super Bock and Porto is particularly strong. The brand is deeply connected to the city's culture, history, and identity, and is seen by many as a representation of everything that is great about Porto. For example, Super Bock is a prominent sponsor of FC Porto, one of the city's most successful and beloved football clubs. This association with the team has helped to cement the brand's place in the hearts of Porto's residents, who see it as a vital part of their city's cultural fabric.

Similarly, the São João Festival is an essential part of Porto's cultural heritage and is a time when the city comes alive with music, dancing, and celebration. The festival is steeped in tradition and is a celebration of Porto's unique identity and history. Super Bock is often enjoyed during the festival, and its presence helps to enhance the sense of community and belonging that is so important to Porto's residents.

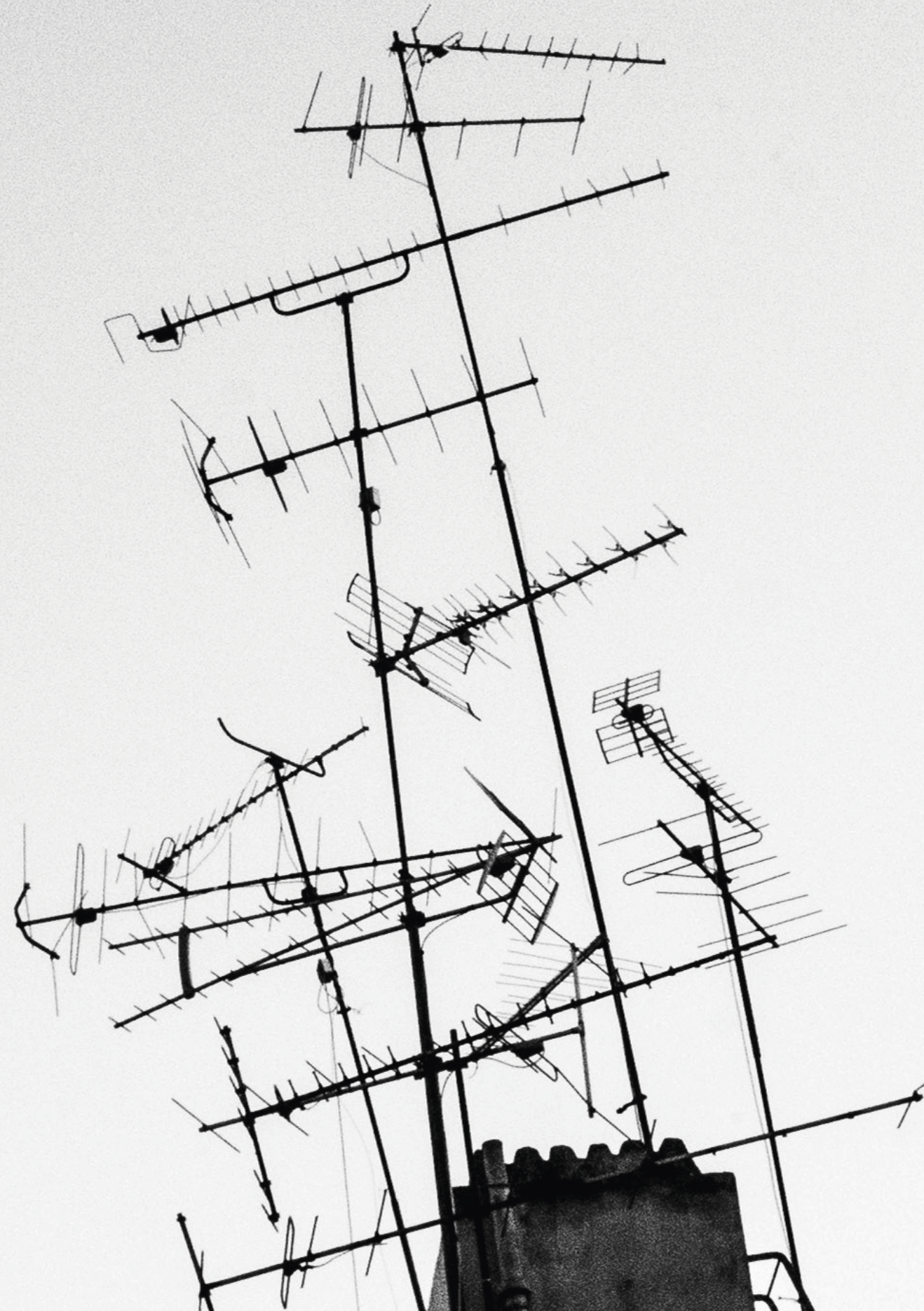
Ultimately, the combination of Super Bock, the São João Festival, and FC Porto helps to create a deep sense of belonging among the people of Porto. These cultural touchstones are essential to the city's identity and help to bring its residents together in celebration of everything that makes Porto such a special place. Whether enjoying a cold Super Bock at a football match or raising a glass during the São João Festival, Porto's residents know that they are part of a community that is proud of its culture, history, and traditions.



Super Bock

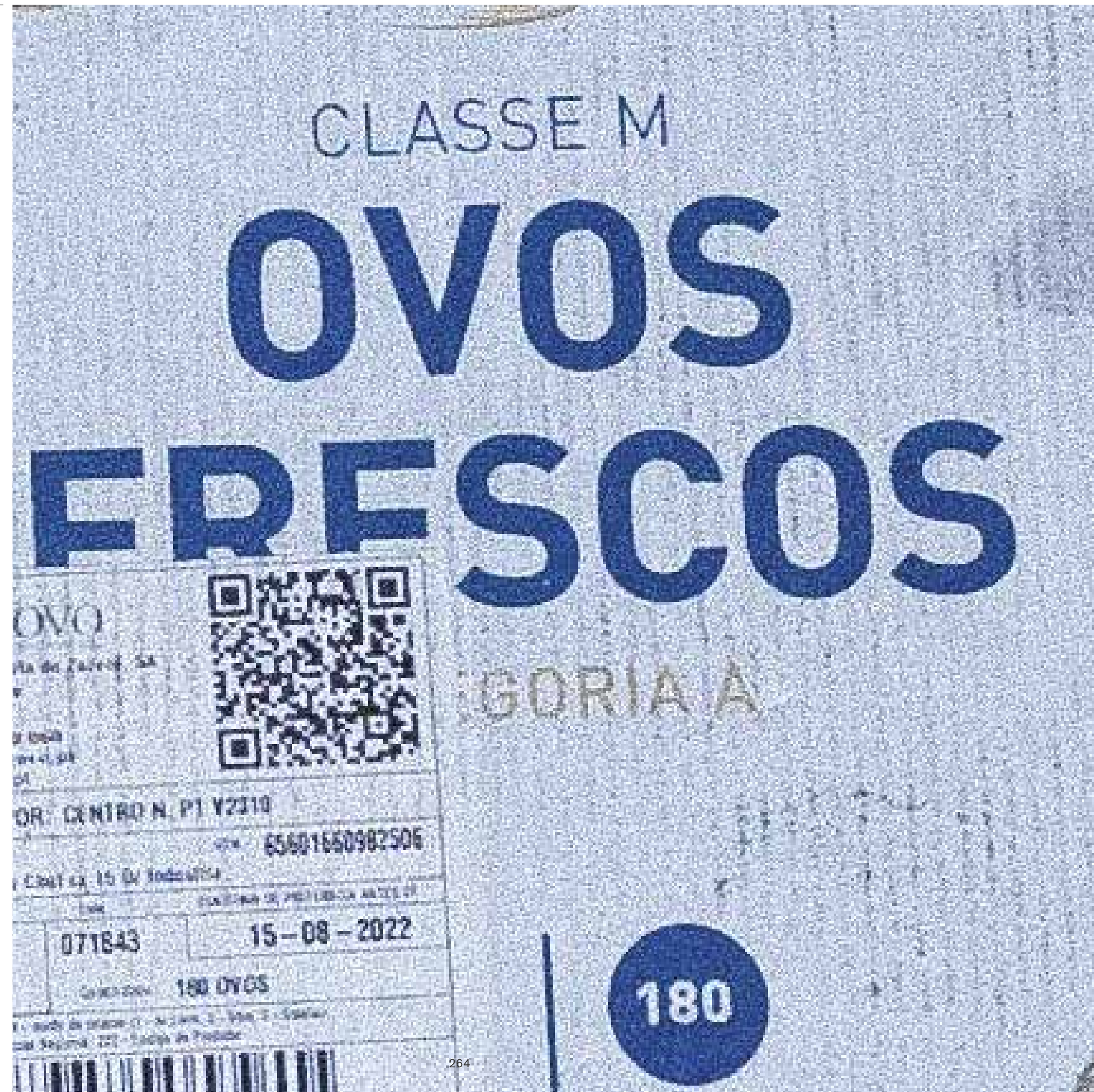








Previous LX.RX:
Lisbon, Portugal, 29.7.22





Ovos Frescos



Alfama

Lisbon, Portugal

29.7.22



Lisbon, Portugal, 29.7.22





rlb



Alfama

Lisbon, Portugal

29.7.22



Mini



Alfama

Lisbon, Portugal

29.7.22





Heineken

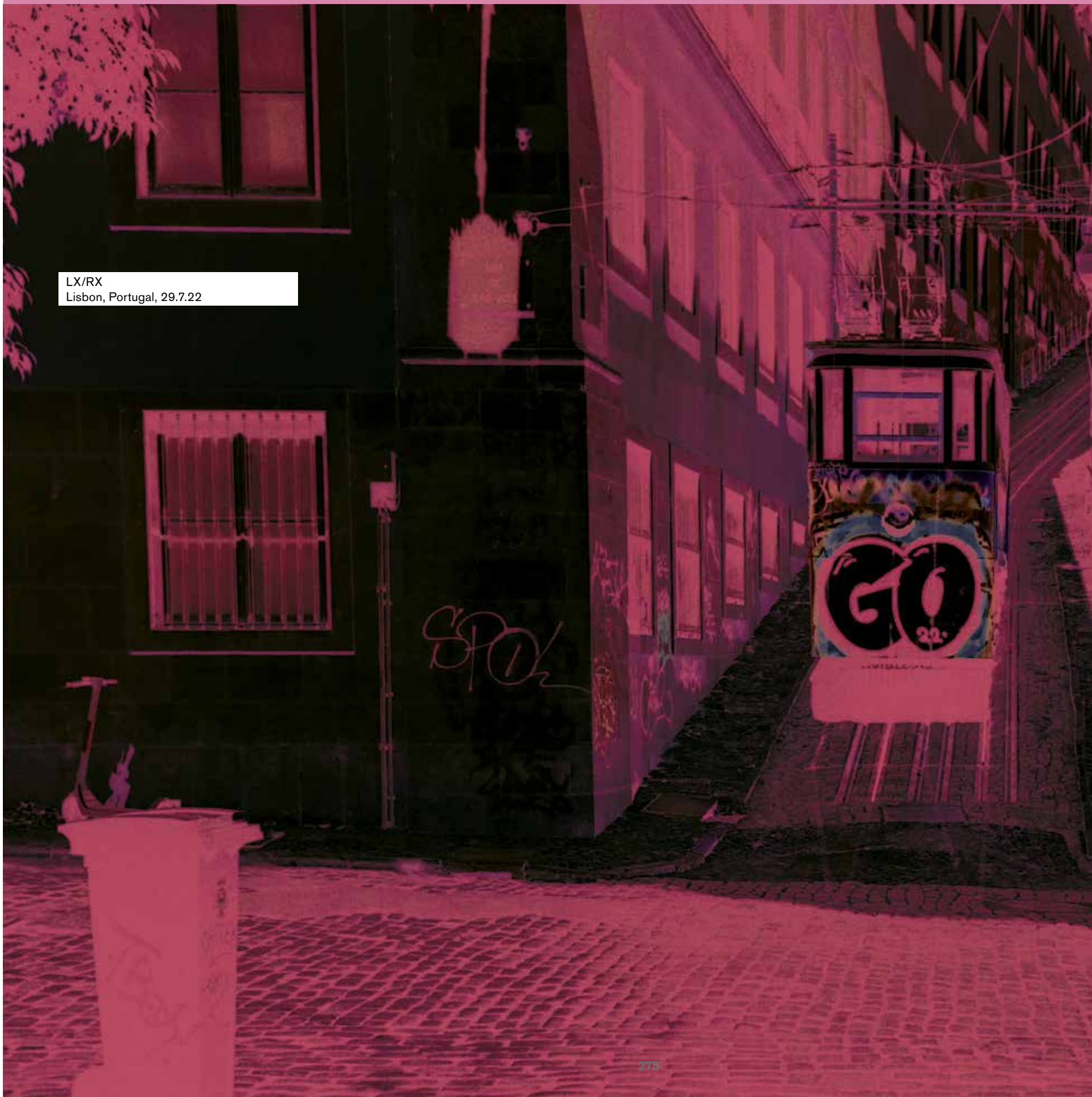


Lisbon, Portugal

31.7.22

Alfama

FOLD OUTWARDS



LX/RX
Lisbon, Portugal, 29.7.22





Fertility



London, United Kingdom

2.10.22

Rotherhithe



London, Rotherhithe, 2.10.22



Old Street

***way



Old Street



London, United Kingdom

29.10.22





Wild bunch



Old Street

285

London, United Kingdom

29.10.22



Trip



Old Street

287

London, United Kingdom

29.10.22



Subway



Old Street

London, United Kingdom

29.10.22





LX,RX: London, Old Street, 29.10.22



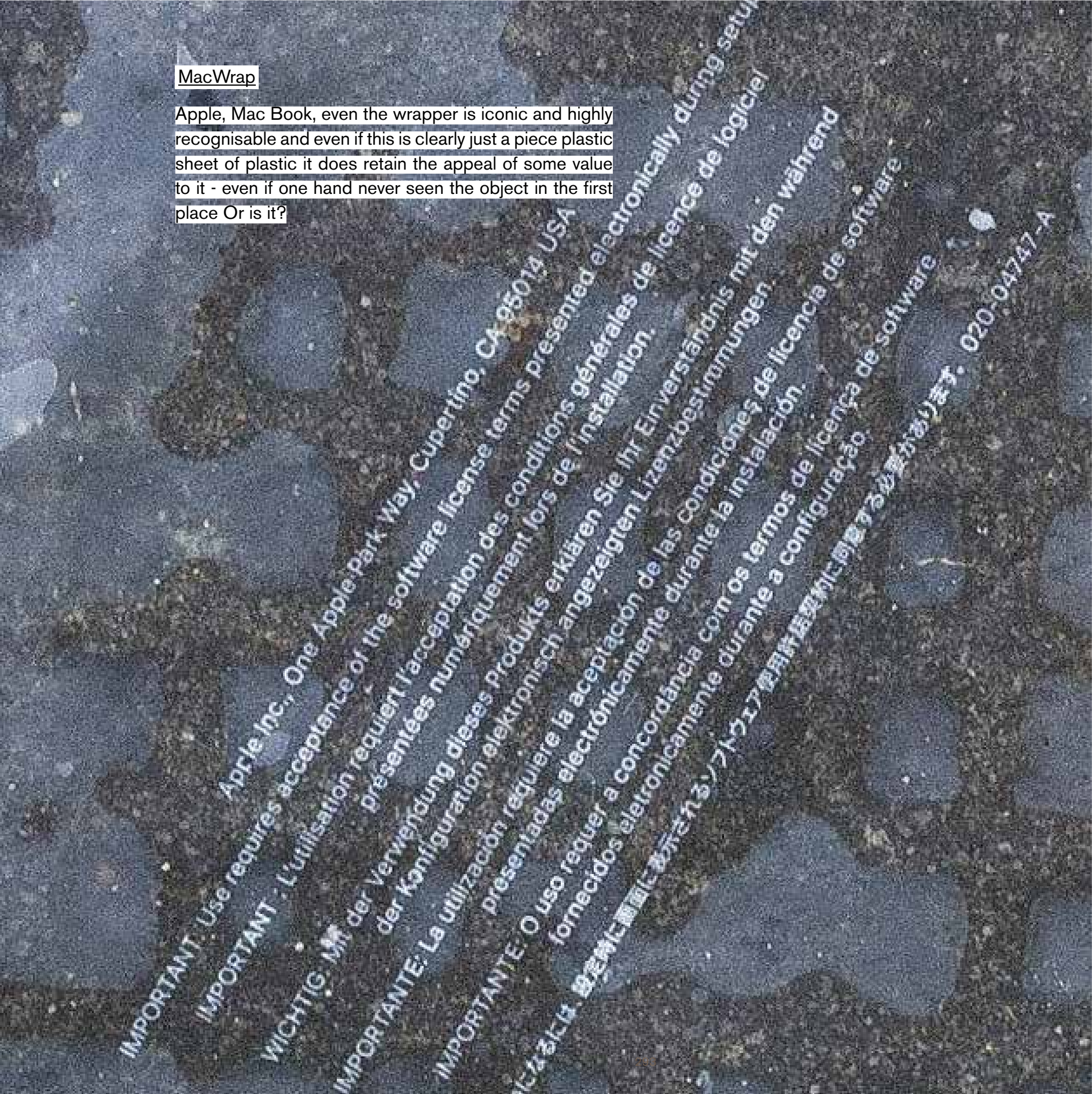
London, United Kingdom

29.10.22



MacWrap

Apple, Mac Book, even the wrapper is iconic and highly recognisable and even if this is clearly just a piece plastic sheet of plastic it does retain the appeal of some value to it - even if one hand never seen the object in the first place Or is it?







Sleazy



Brick Lane

London, United Kingdom

29.10.22



Desperado



London, United Kingdom

29.10.22

Old Street

When you read this smile

*Beneath the overcast London sky
An abandoned mattress lies
Its coils and springs once held
Dreams of comfort, now unfulfilled*

*But if you see this smile
You might not feel so bleak
A reminder that amidst the trash
There's still something to seek*

*In a city that often forgets
The humanity of its streets
A smile can be a simple act
Of kindness, hope, and peace*

*So when you read this smile
Take a moment to pause and see
The beauty in the brokenness
Of this abandoned debris.*

Please title and write a poem "When you see
this smile" inspired by a black and white picture
of af an abandoned mattress near old street in
London.

Chat GPT prompt, 2023

LX.RX
London, Old Street, 30.11..22





ALL: London, Abbey Wood, 10.11.22





Release the flavour

Local mix found at the end of bus line 53, after a gentle soul found my partner's phone on the bus - I also have pictured them - without knowing the phone was lost because they looked cool - thank Gopal



Release the flavour

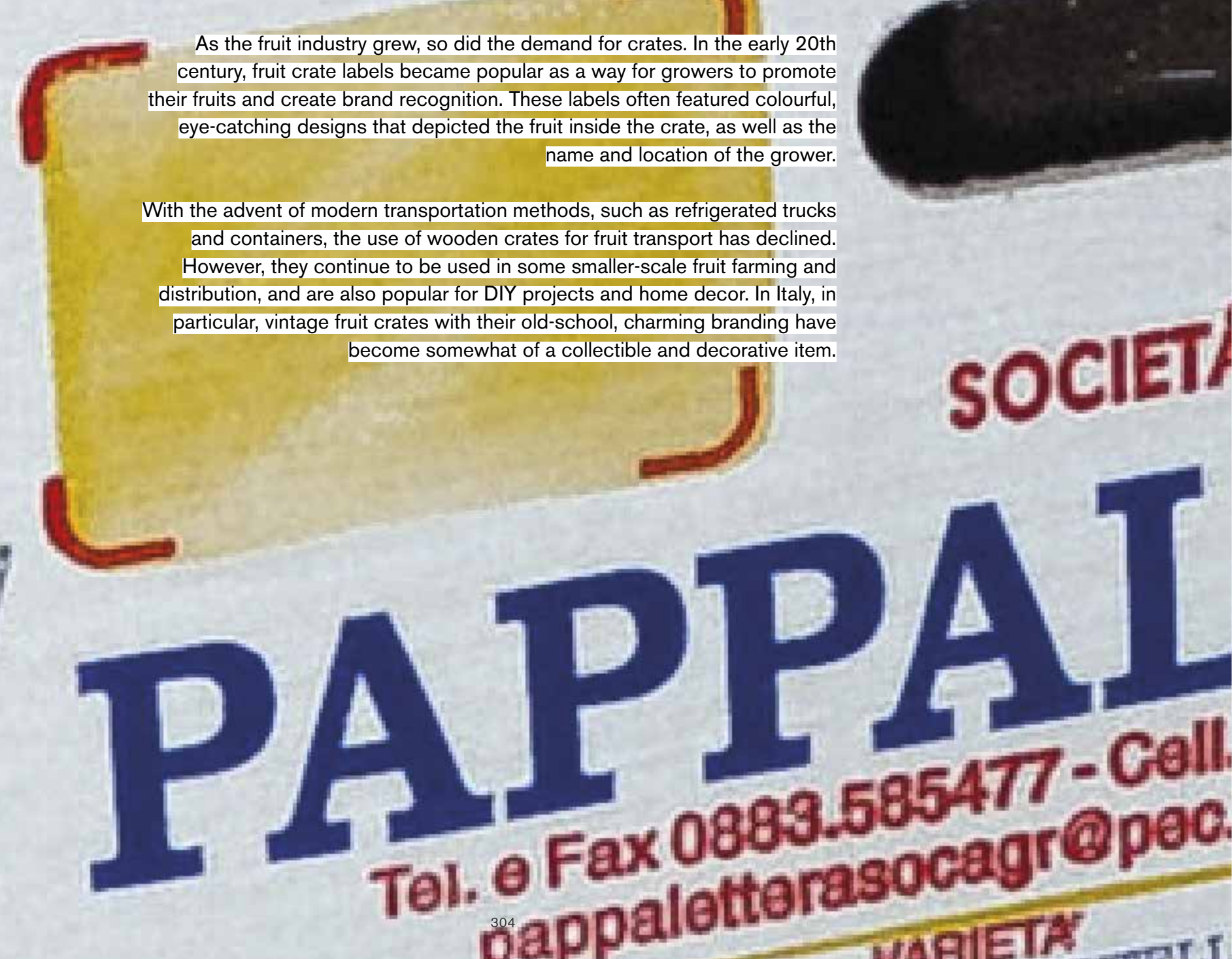




Fruit crates have been used for centuries to transport and store fruits. In the early days of fruit farming, wooden crates were the primary means of transporting fruits from the orchard to the market. These crates were made of different types of wood, such as pine, fir, and spruce, and were typically designed with slats or openings to allow for ventilation.

As the fruit industry grew, so did the demand for crates. In the early 20th century, fruit crate labels became popular as a way for growers to promote their fruits and create brand recognition. These labels often featured colourful, eye-catching designs that depicted the fruit inside the crate, as well as the name and location of the grower.

With the advent of modern transportation methods, such as refrigerated trucks and containers, the use of wooden crates for fruit transport has declined. However, they continue to be used in some smaller-scale fruit farming and distribution, and are also popular for DIY projects and home decor. In Italy, in particular, vintage fruit crates with their old-school, charming branding have become somewhat of a collectible and decorative item.



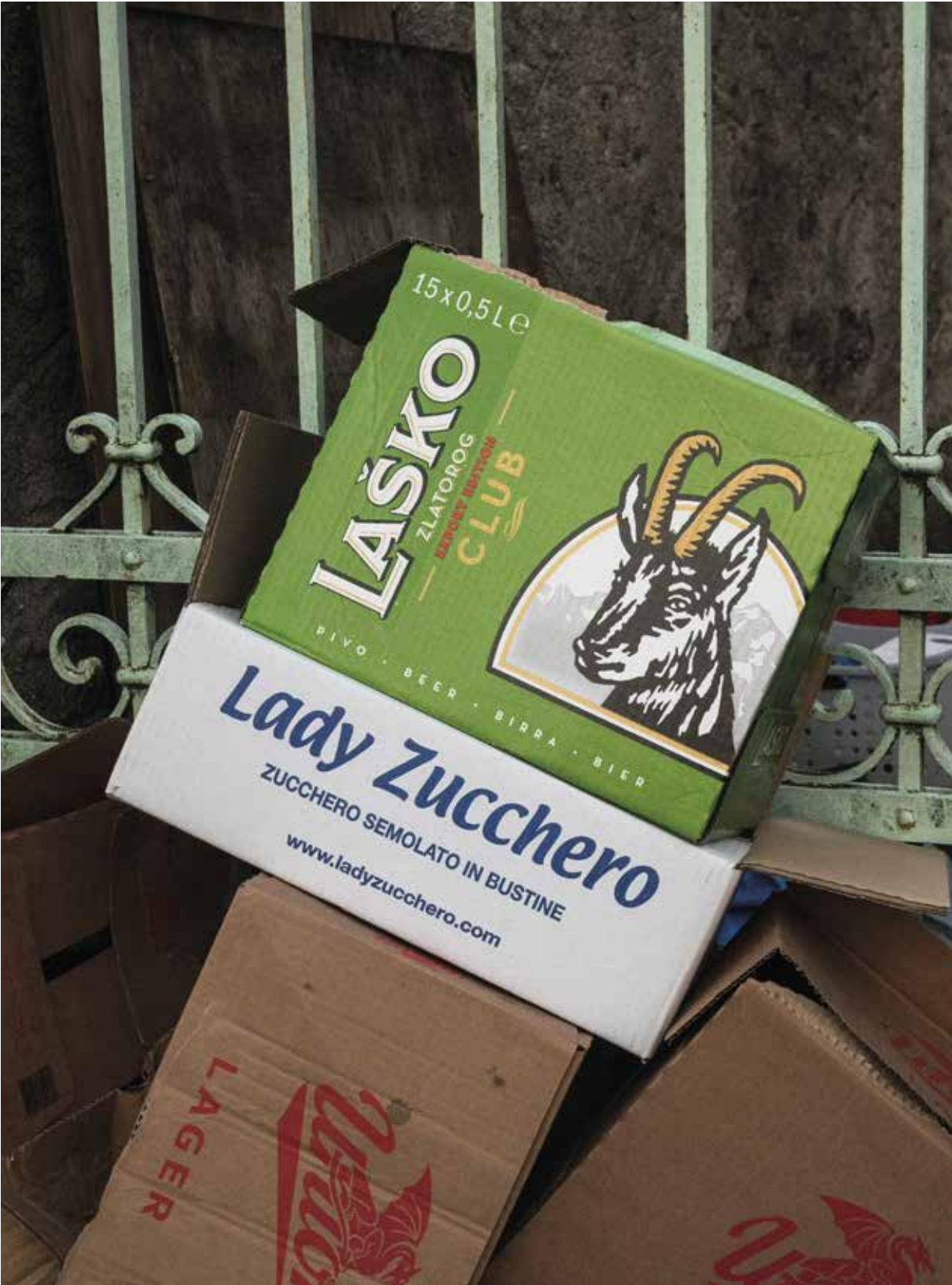
Pappalettera



Gorizia, Italy



Lady Zuccherò



Montesanto

Gorizia, Italy

24.12.22

I love Lady Zuccherò, she is a femme fatale. Eñichi Savado - comment on Instagram, December 2022



Mobil



Montesanto

Gorizia, Italy

24.12.22





LX/RX
Gorizia, Italy, 24.12.22







Cherry & Pret



London, United Kingdom

21.1.23

Bloomsbury



Fortitude



Bloomsbury

London, United Kingdom

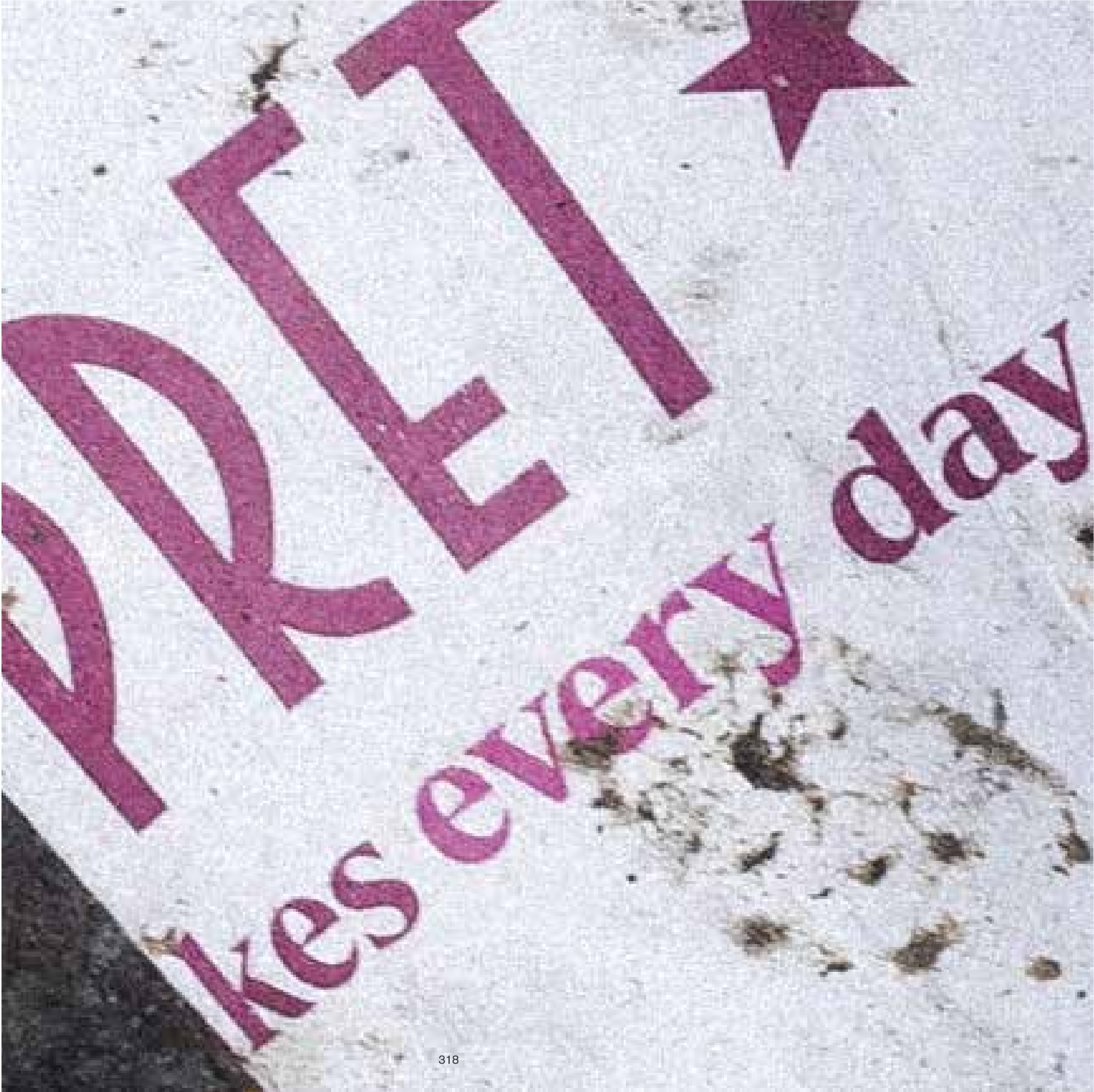
21.1.23



Fortitude

The at Fortitude bakehouse - these mix of different materials - some of it recyclable and some not - had to travel for about 10 second from counter to bin where they reached their final destination. This is often the case both pre and post- pandemic. Beautifully branded boxes whose life lasted around a minute.





**kes every day



Bloomsbury



Golden Coin



London, United Kingdom

21.1.23

Bloomsbury





322

Bloomsbury

Five Guys



London, United Kingdom

21.1.23



323



Cactus



Newington Green

London, United Kingdom

8.2.23



Bueno



Newington Green

8.2.23



Timeout

Newington Green

London, United Kingdom

8.2.23



Squeeze Play

Newington Green

London, United Kingdom

8.2.23



One interesting aspect about thermally printed receipts in the UK is their potential environmental impact. Traditional thermal paper used in receipt printing contains a chemical called bisphenol A (BPA), which is known to be harmful to human health and the environment. However, in recent years, there has been a growing concern regarding the use of BPA in thermal paper and its potential transfer onto hands or other surfaces.

To address this issue, the UK has taken steps to reduce the use of BPA in thermal paper. In December 2020, the UK government introduced a ban on the supply of thermal paper containing more than 0.02% BPA. This measure aimed to protect both consumers and workers who regularly handle receipts.

As a result, many businesses in the UK have started transitioning to BPA-free alternatives for thermal receipt printing. These alternatives use chemicals such as bisphenol S (BPS) or bisphenol F (BPF), which are considered safer alternatives to BPA. This shift toward safer thermal paper options reflects the growing awareness of environmental and health concerns associated with traditional thermal receipts.

It's worth noting that despite the efforts to reduce the use of BPA in thermal paper, it is still important to handle receipts with caution and wash hands thoroughly after contact, as some alternative chemicals used in thermal paper may also have potential health implications if absorbed in large quantities.



330



HM

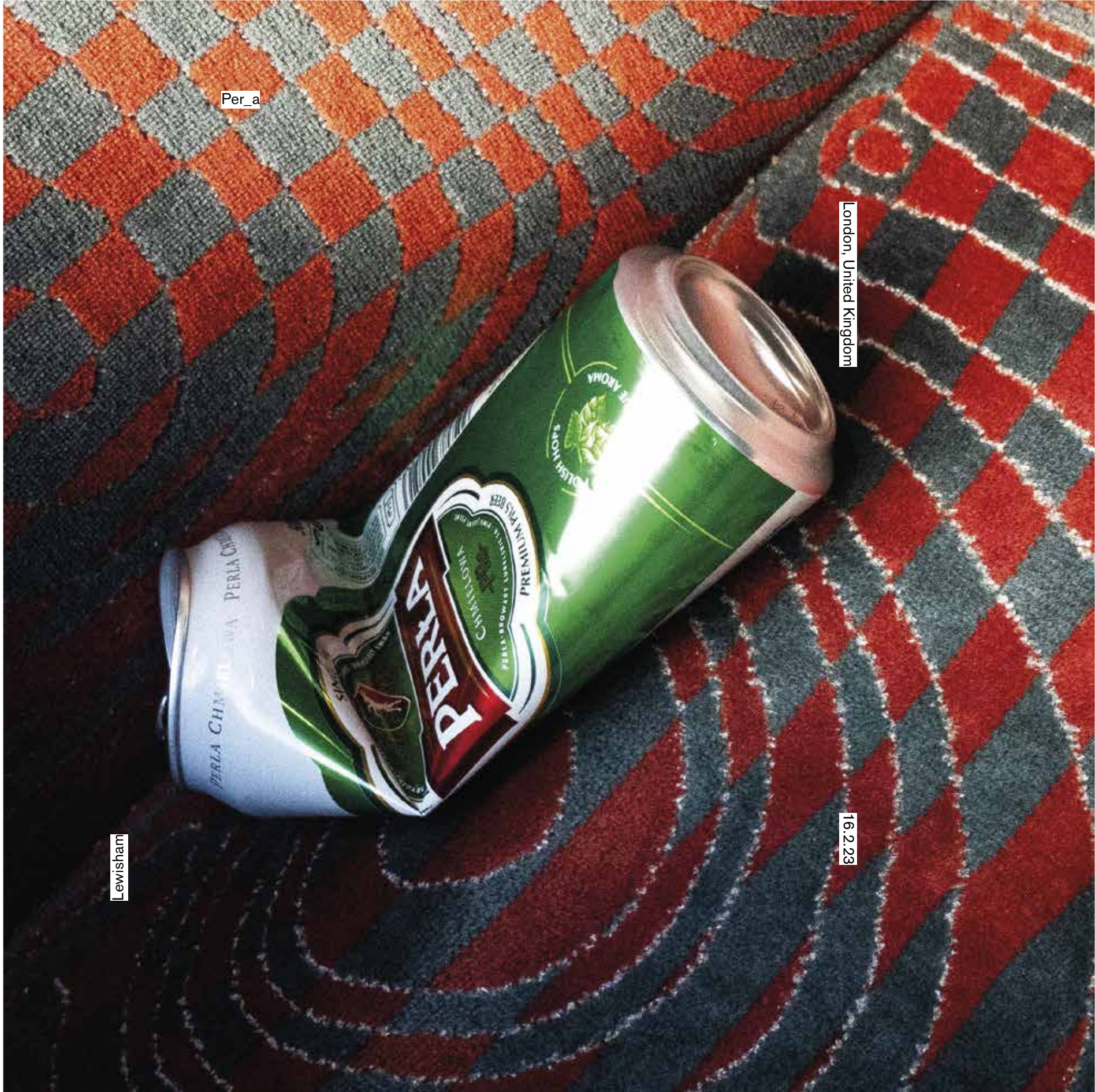


London, United Kingdom

16.2.23

Hanover Square

331



Per_a

London, United Kingdom

16.2.23

Lewisham

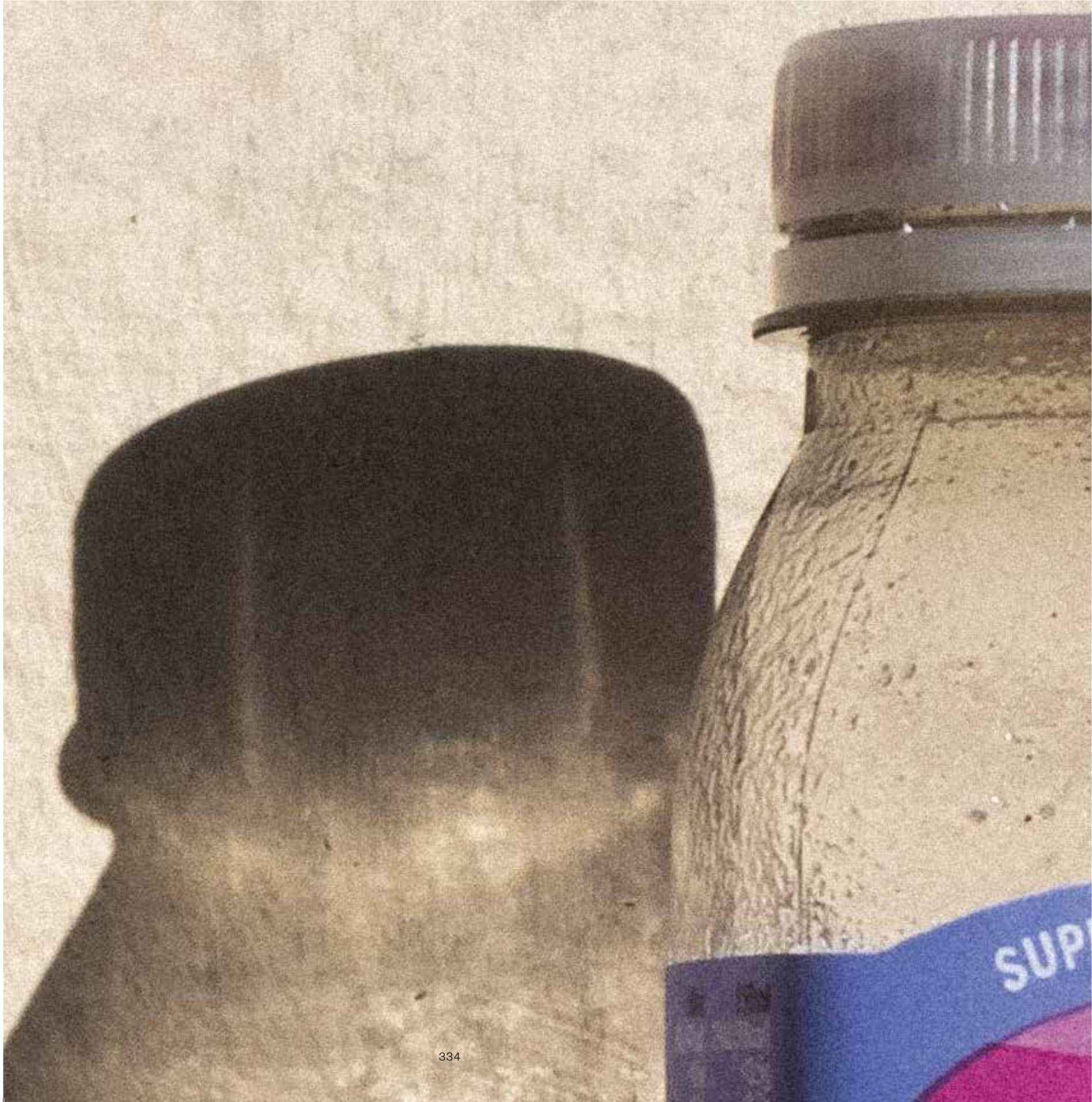


*mc**nl*d

London, United Kingdom

16.2.23

Soho



Revitalise



Oxford Street

London, United Kingdom

16.2.23



London, Soho, 16.2.23



Oxford Street

London, United Kingdom

16.2.23



FOLD INWARDS



Smoke



London, United Kingdom

16.2.23

Soho





BAGEL



London, United Kingdom

16.2.23

Crème



London, United Kingdom

16.2.23

Soho

Soho



W



Soho

London, United Kingdom

16.2.23



No Idea



London, United Kingdom

16.2.23

Soho



Haribo



London, United Kingdom

16.2.23

Soho



Mix



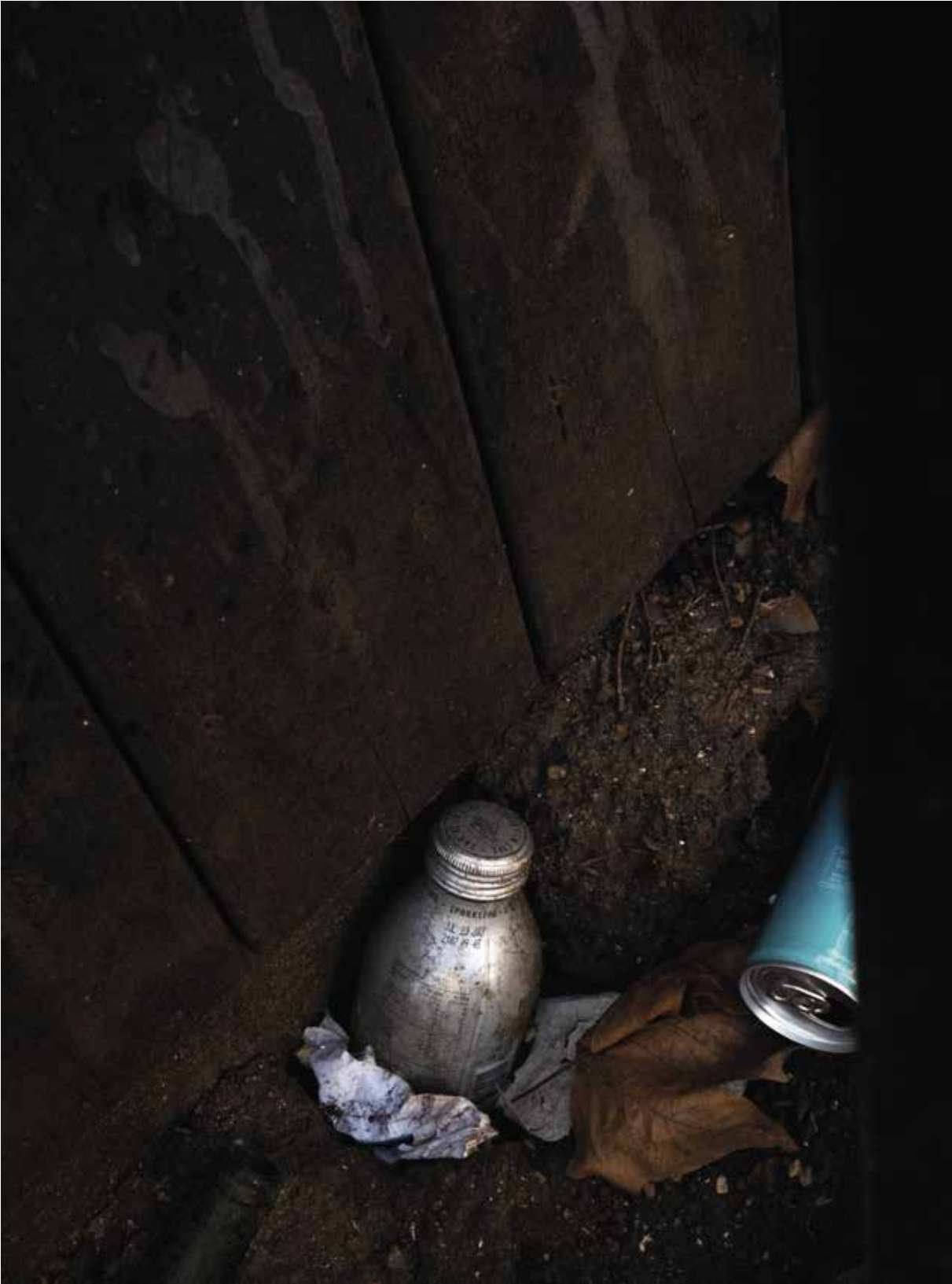
London, United Kingdom

16.2.23

Soho



Purdey's



London, United Kingdom

16.2.23

Soho



Purdeys

Iconic bottle - all those living in the UK one the brand - clearly standing out on the shelves of an off licence. Here it makes an elegant appearance in Soho square, half covered and looking like a - to be found treasure - truly a star.





352



Gas

Tottenham Court Road

London, United Kingdom

16.2.23

353



Fumar reduz a fertilidade

Friends on Sunday afternoon hanging out. Soho, London.

Tottenham Court Road.

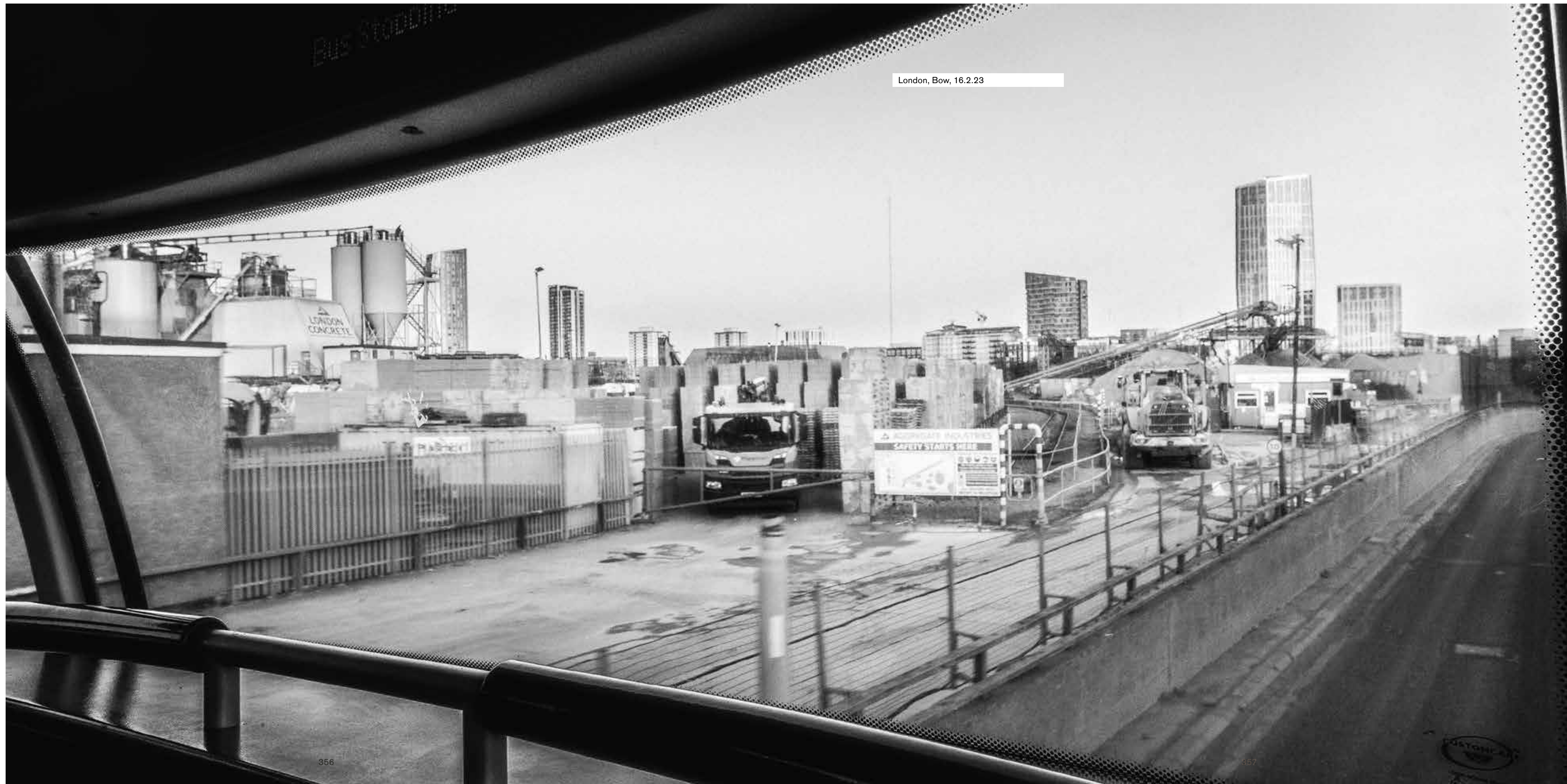


Fumar reduz a fertilidade

Tottenham Court Road

London, United Kingdom

16.2.23





Buzz

Buzz Sweets are a staple off licence brand - one of those brand that usually flashes at you when you are looking for something inside an off-licence.



Buzz





West Ham

London, United Kingdom

16.2.23

Bow



Gregg's Fairtrade Orange

London, United Kingdom

16.2.23

Bow



Coca/Col



London, United Kingdom

16.2.23

Bow





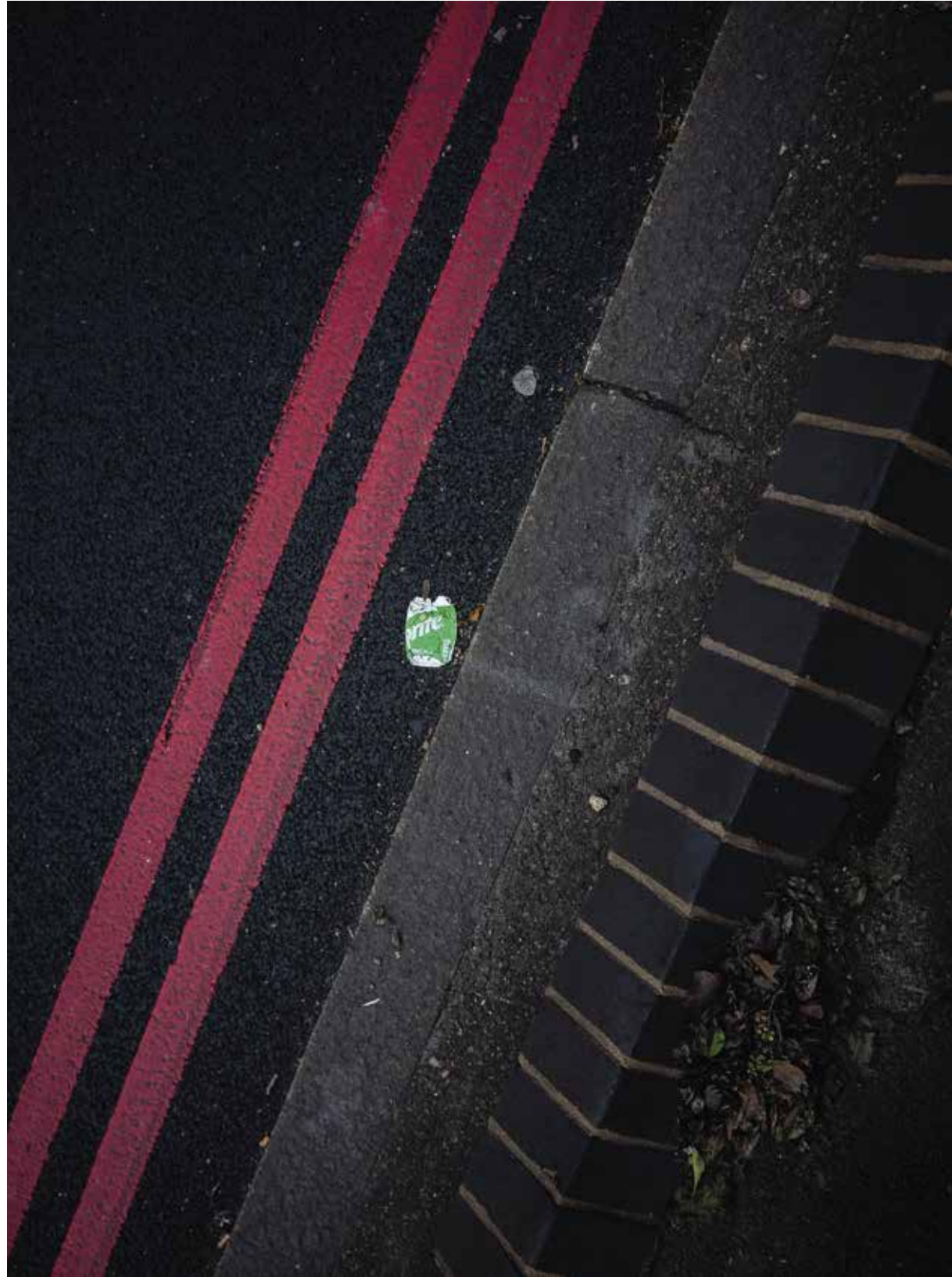
FOLD OUTWARDS



366



*rite



London, United Kingdom

26.2.23

Lewisham

367



Premium Expørt



Lewisham

London, United Kingdom

26.2.23





Camp*****



London, United Kingdom

26.2.23

Lewisham



London, Blackheath, 26.2.23





Stripes



Lewisham

London, United Kingdom

26.2.23



Pepe's Piri Piri



Blackheath

London, United Kingdom

26.2.23





Juicy



London, United Kingdom

5.3.23

Blackheath



Pasante Regular



London, United Kingdom

5.3.23

Blackheath

Juicy Couture

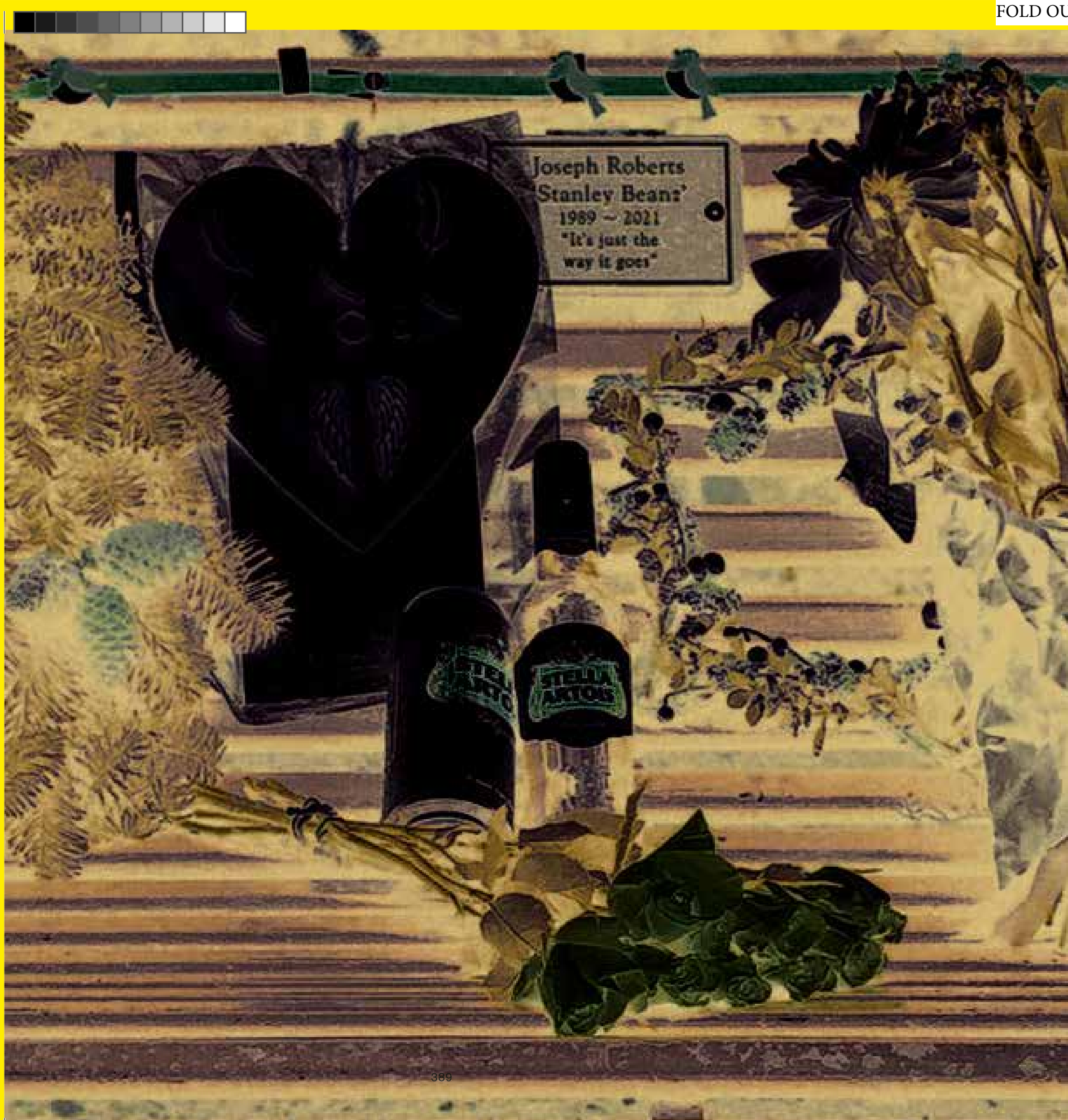


Spread: London, United Kingdom, 5.3.23



View from The Point
Greenwich, London, United Kingdom, 26.2.23





In the never ending quest for images, as most photographers often do, I go on long walks with my camera. During the pandemic, this habit has become even more important to me, and I often find myself returning to the same locations, particularly when I'm exploring the local area on an improvised basis. One of my favourite spots to visit is The Point, a panoramic viewpoint situated at the end of Blackheath. It's located on the edge of a hill and offers stunning views over Greenwich and Deptford. For many people, this is a place of significance and convergence. On one side of the hill, there's a block of council flats that might appear unremarkable from the outside. However, I've had the pleasure of speaking to some of the inhabitants and can only imagine how much the panoramic view adds value to their daily lives. The contrast between the modest council flats and the vastness of the panoramic view is truly remarkable. St. Paul's, the City, and Tower Bridge are all visible in the distance, creating an awe-inspiring sight. It's a powerful reminder of just how small and insignificant one can feel in the face of such grandeur, particularly when viewing it from the outside. As someone who has struggled with mental health over the past few years, I've found London to be a challenging place at times. It can feel like it never stops, never listens, and has no compassion. It's constantly tearing itself down and rebuilding in a never-ending cycle, like an autoimmune disease or psoriasis of civilization. In London, it's common to dedicate benches or other street furniture to people who lived locally, as a way of remembering them and their impact on the community. This bench is a tribute to Joseph "Stanley Beanz" Roberts, and I wanted to share it with you all as a reminder of the people and places that shape our daily lives.



Joseph Roberts "Stanley beanz"
IT'S JUST THE WAY IT GOES
1989-2021



Jack Daniels



Lewisham

London, United Kingdom

5.3.23



London, United Kingdom



Lewisham

5.3.23



Tropical



Lewisham

London, United Kingdom

1.5.23



Strepsil



Lewisham

London, United Kingdom

1.5.23



Mini hard liquor bottles, also known as "nips" or "miniatures," are small bottles of alcohol typically containing a single serving of liquor, such as whisky, vodka, or gin. These bottles are commonly sold in shops and supermarkets throughout the UK, including in London.

The consumption of mini hard liquor bottles in the UK has been a topic of concern in recent years, particularly due to their impact on public health and the environment. In 2019, a study by the Scottish Health Action on Alcohol Problems found that the sale of miniatures had increased by 700% in the previous 30 years, contributing to a rise in alcohol-related harm.

One of the main issues with mini liquor bottles is that they are often consumed quickly and impulsively, leading to excessive drinking and a higher risk of alcohol-related harm. Moreover, the small size of these bottles can make them easier to conceal and transport, which can contribute to alcohol misuse and public disorder.

In response to these concerns, some organizations and policymakers in the UK have called for measures to restrict or ban the sale of mini liquor bottles. For example, in 2020, the Scottish government announced plans to introduce a minimum unit price for alcohol, which would apply to all sizes of bottles, including miniatures.

Overall, while mini hard liquor bottles remain a popular and widely available product in London and the UK, their impact on public health and the environment is an issue of growing concern. As policymakers and organizations continue to address this issue, it will be important to consider the broader social and economic factors that contribute to alcohol consumption and related harms.





The Toy Project is a London-based charity that aims to reduce waste and support families by collecting and redistributing gently used toys. The charity was founded in 2013 by Jane Garfield and Sarah Davis, who were inspired by the idea of re-using unwanted toys to benefit the community.

The Toy Project collects toys from individuals, businesses, and organizations throughout London, and then sorts and cleans them before redistributing them to families in need. The charity works with a variety of community groups and organizations to identify families who could benefit from the toys, including those facing financial difficulties, social isolation, or other challenges.

In addition to providing toys to families, the Toy Project also runs a range of other programs and initiatives. These include workshops on sustainability and toy making, as well as partnerships with local schools and other organizations to promote reuse and recycling.

The Toy Project is just one example of the many programs and initiatives in London and the UK that are working to reduce waste and support families through toy recycling. Another example is the Toy Bank in Lewisham, which collects and distributes toys to families in the borough.

The Toy Bank is run by the Lewisham Toy Library, a community organization that provides a range of services to families, including toy lending, parenting support, and play sessions. The Toy Bank collects donations of gently used toys and distributes them



to families who are struggling to make ends meet or who have been referred by local support services.

Both the Toy Project and the Toy Bank are examples of the positive impact that toy recycling can have on the community. By reducing waste and supporting families in need, these programs are helping to build a more sustainable and equitable future for all.

The Toy Project: <https://thetoyproject.co.uk/>
Lewisham Toy Library: <https://lewishamtoylibrary.org.uk/toy-bank/>
Playtime: <https://www.playtimeproject.org.uk/>
Toybox: <https://www.toyboxcharity.org.uk/>
Barnardo's: <https://www.barnardos.org.uk/donate-goods>





